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Publishing Checklist for Azure Marketplace

Learn about Azure Marketplace, an online applications and services marketplace that enables ISVs from startups to enterprises to offer solutions to customers around the world.

AppSource and Azure Marketplace Publisher guide

Cloud Partner Portal

Azure Marketplace and AppSource publishing guide

7/24/2018 • 2 minutes to read • Edit Online

The Marketplace publishing guide is designed to help new and existing publishers learn how to use storefronts in the Azure Marketplace and Microsoft AppSource to grow their business in partnership with Microsoft by listing applications and services.

This guide covers the following topics:

- What the Marketplace is and how it works
- The difference between Azure Marketplace and AppSource storefronts
- The benefits of participating in the Marketplace
- How to become a publisher and list your application or service
- How to grow your business

This guide contains both technical and business information about the steps you need to take before you list your applications and services. Use the table of contents to go to different sections of the guide and to go directly to key topics.

For questions about the Azure Marketplace and AppSource, send us a message under **Problem Type** > **Marketplace Onboarding**. Our Marketplace Publisher Onboarding Team will be happy to help!

Benefits of participating in the Marketplace

The Marketplace is the launch pad for joint go-to-market activities with Microsoft that can help accelerate your business growth. By using launch promotion, demand generation, and joint sales and marketing, your Marketplace offers can be the centerpiece of your cloud business engine. There are no fees for participating in the Marketplace.

Our goal is to connect Microsoft customers with the best solutions that our partner ecosystem offers. To do that, we support you throughout your journey, from onboarding to publishing and growth.

Take advantage of the capabilities in the Marketplace to grow your business.

Expand to new markets and segments and generate new sales opportunities

Use the Marketplace as a channel to access new markets, segments, and Microsoft cloud users with your portfolio of solutions. Generate new marketing leads, and nurture new leads to sales opportunities. Benefit from joint marketing and sales activities to get more customers.

Enhance business value and increase deal size with existing and new customers

Upsell and cross-sell your solutions by addressing customer problems after you move workloads to the cloud. If you sell or deploy through the Marketplace, you can reduce sales cycles, accelerate projects, and increase deal profitability by selling complete solutions that target specific workloads and industry scenarios.

Get actionable insights

Get insights on the performance of your listings through the insights and analytics that are available to you through the Marketplace. Get more information about campaign performance, orders and payouts, and how to maximize campaign activities for your solution.

Marketplace go-to-market benefits

New listings in the Marketplace are eligible for a diverse set of free benefits to help partners grow their business in the Marketplace. These benefits fall into the following categories:

- Technical: Everything you need to get your application ready for launch. From technical support, application design, and architecture design, to Azure credits for development and testing.

- Co-marketing: Everything you need to launch your offer. Access free Microsoft Go-To-Market Launch Fundamentals to help you launch and promote your solution. You might also be eligible for additional Microsoft marketing campaign inclusion and opportunities to be featured in the Marketplace.

- Co-selling: Begin or accelerate your journey to selling with Microsoft through the Marketplace. Access programs and support to drive joint sales with Microsoft teams.

After you submit your solution to the Marketplace, our onboarding team contacts you to support your publishing experience.

For more information about Microsoft Go-To-Market benefits and ways to grow your business in the Marketplace, see Microsoft Go-To-Market Services.

Next steps

Review in-depth information on cloud marketplace topics by exploring the table of contents to the left.

Comparing AppSource and the Azure Marketplace

7/19/2018 • 2 minutes to read • Edit Online

Storefronts in the Azure Marketplace and Microsoft AppSource serve unique customer requirements. Use storefronts to target customers by role. You can offer the right solution or service based on your customer.

Understanding the differences between storefronts

To choose a storefront, begin by identifying the target audience for your offer. If you're targeting audiences in multiple storefronts, you can publish once to sell in multiple storefronts.

The following tables describe the benefits of using a storefront:

AppSource

BENEFIT	DETAILS
Billing flexibility	Provisions a trial experience. Currently, doesn't offer a commerce-enabled publishing option. You can use your current ordering and billing infrastructure with no additional investment or changes.
Connections with other partners	Links independent software vendors, system integrators, and managed service providers to specific implementation scenarios. You can collaboratively sell to new customers.
Automation	Links independent software vendors, system integrators, and managed service providers to specific implementation scenarios. You can collaboratively sell to new customers.
Multiple cloud types	Currently, doesn't support Azure Stack, Azure Government, or regional clouds.
In-context presentation to customers	Reach more customers through the in-app experience for Microsoft products such as Dynamics 365, Power BI, and Office 365.

Azure Marketplace

BENEFIT	DETAILS

BENEFIT	DETAILS
Billing flexibility	For VMs, Pay-As-You-Go billing options use Microsoft Enterprise Agreements (EAs) or web direct sales models. Pricing options include a Free Tier subscription, in which an offering is perpetually free. Pricing options also include a Try It Now subscription. A Try It Now subscription is promotionally free for a limited period. When the period ends, the VM is converted to a paid subscription. Bring Your Own License (BYOL) activation is also an option that you can use for customers. For both billing options and the following VM offers, all provisioned Azure resources are billed directly to the customer: • Azure apps: Managed app • Azure apps: Solution template
Connections with other partners	Currently, you can't link a service provider or delivery partners to your offer.
Automation	Currently, you can't link a service provider or delivery partners to your offer. Take advantage of automated software as a service (SaaS) with add-on provisioning. Use the Azure apps: Solution template publishing option to automate SaaS-based data collection and deployment scenarios.
Multiple cloud types	Publish solutions for both the public cloud and on-premises by using the following types: • Azure Stack • Azure Government • Regional clouds, including China and Germany
In-context presentation to customers	Make your solution available in the Azure in-portal experience for contextual search. Use the Virtual machine and Azure apps: Solution template publishing options.

Next steps

- Review the Azure Marketplace and AppSource publishing guide.

Determine your publishing option

7/13/2018 • 4 minutes to read • Edit Online

The publishing option that you choose for your offer relates directly to both the eligibility requirements and marketplace GTM benefits. More importantly, the selection of publishing option and offer type in the Cloud Partner Portal defines how users will interact with your marketplace offer.

You can enable publishing options by selecting an offer type and then creating a marketplace offer in the Cloud Partner Portal. To do this, you'll need to understand the following key marketplace concepts: the publishing options, offer types and configuration, and calls-to-action that will govern how and where your offer is presented in the marketplace storefronts.

> **NOTE**
>
> The table above describes how your solution or service maps to the storefront, publishing option, and offer type used to present your offer in marketplace.

In this article, you will learn...

- How to determine the appropriate storefront for your solution

- Which publishing options and calls-to-action are available in each storefront

- Which offer types are available for each publishing option

Selecting a storefront, publishing option, and offer type for your solution

Before you select a publishing option, it's important to understand the storefront eligibility requirements for marketplace solutions, apps, and services:

Azure Marketplace applications are technical "building-block" solutions built-on or built-for Azure. Azure Marketplace consulting services are professional services offerings that help customers get started with or accelerate the use of Azure.

AppSource applications are line-of-business solutions that can be built-on Azure or built-for: Dynamics 365, Office 365, PowerBI, or Power Apps. AppSource consulting services are professional services offerings that help customers get started with or accelerate usage of Dynamics 365 and Power BI.

Once you have registered to become a publisher and have received access to the Cloud Partner Portal for creating, configuring, and publishing marketplace offers, you will:

1. Understand how the storefront for your offer will be determined

2. Choose a publishing option for your offer

3. Select an offer type and review the eligibility requirements

4. Build and configure your offer for publishing in the Cloud Partner Portal

Understand storefront selection

The storefront where your offer will be presented, Azure Marketplace and/or AppSource, will be automatically determined by your offer details and target audience, as well as the categories and industries selected by you when creating your offer in the Cloud Partner Portal.

> **NOTE**
>
> "Cross-listing" (for SaaS Apps only): when a list or trial-based offer meets the criteria for both a technical and business user audience, your offer will be listed in both storefronts. Learn more about the publishing options below.

Choose a publishing option

The publishing options available offer differentiated customer engagement while giving you access to lead sharing and Go-To-Market benefits. Select from three possible publishing options before using the Cloud Partner Portal to create a marketplace offer. Note the calls-to-action that correspond with the publishing option:

List – Simple listing of your application or service that enables a marketplace user to request you to connect with the customer via the **Contact Me** call-to-action.

Trial – Use marketplace to enhance discoverability and automate provisioning of your application's trial experience, enabling prospective users to use your SaaS, IaaS, or Microsoft in-app experience at no cost for a limited time before they buy. The calls-to-action used for the trial publishing option are either: **Free Trial** or **Test Drive**.

Transact – Your application runs on Azure and can be provisioned as a resource directly into the customer's Azure subscription when the customer selects the Get it Now call to action. Your software license fees can optionally be purchased and billed via the customer's choice of payment instrument and terms, and you can choose to offer time-limited access to your **Free Software Trial** (only available for Azure Marketplace.)

Select an offer type

Once you decide on a publishing option, you are ready to select the offer type that will be used to present your offer.

The offer is the publishing object that you will create, publish, and manage in the Cloud Partner Portal. The offer structure including the metadata, artifacts, and other content used to present the offer in the marketplace is defined by the offer type.

Before you can create an offer, you must choose an offer type. The offer type will correspond to the type of solution, app, or service offer that you wish to publish, as well as its alignment to Microsoft products and services.

A single offer type can be configured differently in the Cloud Partner Portal to enable different publishing options, calls-to-action, provisioning, or pricing. The publishing option and configuration of the offer type also align to the offer eligibility and technical requirements.

Be sure to review the storefront and offer type eligibility requirements in this Publisher Guide and the technical publishing requirements before creating your offer.

Next Steps

- Review the eligibility requirements in the publishing options by offer type section to finalize the selection and configuration of your offer.
- Review the publishing patterns by storefront for examples on how your solution maps to an offer type and configuration.
- Log in to the Cloud Partner Portal to create and configure your offer.

Become a Cloud Marketplace Publisher

7/20/2018 • 5 minutes to read • Edit Online

This article covers registering as a cloud marketplace publisher. Depending on your selected publishing option, and your current membership on Microsoft Partner Network some of the following steps may not be required. Once registered you'll be able to create marketplace offers for Azure Marketplace or AppSource.

	REGISTRATION STEP	DURATION	DETAILS
1	Register in Microsoft Partner Network	15 min	Register in Microsoft Partner Network
2	Create a Microsoft Account (required for Azure Marketplace transact offers; recommended for others)	15 minutes	Create a Microsoft ID
3	Submit the marketplace registration form	15 min	Submit the marketplace nomination form
4	Sign into Cloud Partner Portal	1-3 days	Sign into Cloud Partner Portal
5	Register in Microsoft Developer Center (Dev Center) (for Azure Marketplace transact offers)	5-10 days	Register in Dev Center

1. Register in Microsoft Partner Network

| 15 min |
Participation in Microsoft's cloud marketplace requires membership in the Microsoft Partner Network (MPN), which also provides key benefits, programs, and partner performance tracking. If your organization is not yet a member, join the Microsoft Partner Network (MPN) to become an official Microsoft partner and receive additional benefits and support for publishing in marketplace.

- To register in Microsoft Partner Network, visit the Membership page and follow the steps to start your enrollment.

After registering, record the Microsoft Partner Network ID for your organization. You will need this during step 3 when submitting your marketplace registration form.

- Learn about the benefits of the Microsoft Partner Network
- If your organization has an existing membership, then you will join your organization during registration. If you use Partner Center, you will be able to see the ID in your Partner Center account. If you use Partner Membership Center (PMC), you will be able to see it in your Partner Membership Center account.

2. Create a Microsoft Account

| 15 minutes |

A Microsoft account, e.g. *@outlook.com or @live.com*, is used to access many Microsoft devices and services. It is required for Azure Marketplace transact offers, and we recommend its use to all cloud publishers. For more information on the benefits and uses of a Microsoft account, visit this page. You will use a personal Microsoft account to access the Cloud Partner Portal, the publishing platform that you will use to create and manage your marketplace offers.

[! IMPORTANT] Please note that a Microsoft account associated with your work email will not allow you to access the portal.

> **NOTE**
>
> If you already have a Microsoft account, review the Guidelines for creating a Microsoft ID to manage a marketplace account to determine if it can be used for marketplace publishing.
>
> Users with an Azure Active Directory federated corporate account should read this article before attempting to create or use your existing Microsoft Account.

- For help creating or managing your Microsoft account, visit the Microsoft account help support pages.

3. Submit the marketplace registration form

| 15 mins |
Complete this brief registration form to become a marketplace publisher. The information submitted on this form will be used to create a publisher account in the Cloud Partner Portal which will allow you to create, publish, and manage marketplace offers.

You will be asked to include the following information:

- Details about your organization, including your Microsoft Partner Network ID (which you can look up in either Partner Center or Partner Membership Center)
- A brief description of your initial app or consulting services offer that you intend to publish, including the Microsoft product or service to which your offer most closely aligns
- The target audience for your app or service

4. Sign into Cloud Partner Portal

| 1-3 days| Our Marketplace Onboarding Team will review and validate the marketplace registration details provided in step 3. Once approved, you will receive a welcome email with account credentials and guidance on signing-in to the Cloud Partner Portal.

You will use the Cloud Partner Portal to create, publish, and manage marketplace offers. Once you receive the approval welcome email, you can immediately log into the Cloud Partner Portal with your Microsoft account to access additional technical information about publishing to marketplace and creating your offer.

- For more information about using Cloud Partner Portal, visit the Getting Started article in Learn section. You must be logged in to the Cloud Partner Portal to access these details.
- If you have questions or would like to schedule an onboarding overview call, please review other articles in this Publisher Guide or open a support request under Problem Type > Marketplace Onboarding from within the Cloud Partner Portal.
- If you didn't receive the welcome email, please check your spam folder for an email with the subject line "Welcome to Microsoft Marketplace!" If there is no email in your spam folder, please contact Microsoft support. On the support page, please select: Problem Type > Marketplace Onboarding. Our Marketplace Publisher Onboarding Team will be happy to assist with your inquiries.

5. Register in Dev Center (for Transact publishing option only)

| 5-10 days |

A Dev Center account is required for offers that use the transact publishing option: includes virtual machines, Azure apps, and SaaS apps configured to sell through Azure. The Dev Center account details are used by Microsoft to validate the legal, tax, and banking information for your organization that will be used for payout purposes when you sell and bill your software licensing fees through Azure Marketplace.

The Dev Center registration process can be started before creating your offer in Cloud Partner Portal, but must be completed before publishing your marketplace offer. Given the 5–10 day typical duration of this step, we recommend starting this process as soon as possible if you intend to use the transact publishing option.

The individual registering in Dev Center must be a valid representative of your organization and must provide personal information to validate their identity. Register with your Microsoft account, created in step 2, and use the same Microsoft account that you used to access the Cloud Partner Portal.

- To register for a Dev Center account, start the signup process here.
- For more information about creating a Microsoft account, visit the *Create a Microsoft account* section.

Once you have completed the Dev Center registration, link your Cloud Partner Profile with your Dev Center account (see detailed steps here). This step must be completed before publishing your transact offer.

> **NOTE**
>
> To waive the $99 Developer Center registration fee, complete the marketplace registration form and you will receive an email containing your promotional code.

> **IMPORTANT**
>
> Before you create a Microsoft Dev Center account, please verify that your organization does not already have a Dev Center account to avoid duplicate accounts. For more information, visit the Register in Dev Center section.

Next steps

- Learn about the marketplace storefronts: AppSource and Azure Marketplace
- Determine your offer for the marketplace

Guidelines for Azure Marketplace

Guidelines for creating a Microsoft ID to manage a marketplace account

If more than one person requires access to the same Microsoft ID used to create your marketplace account, then you should follow these guidelines to help you create a company account.

> **IMPORTANT**
>
> To authorize multiple users to access your Microsoft Developer Center (Dev Center) account, Microsoft recommends that you use Azure Active Directory (Azure AD) to assign roles to individual users. Each user must access the account by signing in with individual Azure AD credentials. Create your Microsoft ID by using an email address in a domain registered to your company Microsoft suggests that the email not be assigned to an individual. An example is `windowsapps@fabrikam.com`.
>
> - For more information, visit the Issue: Microsoft ID in an Azure AD federated domain section.

- Limit access to the Microsoft ID to the smallest possible number of developers.
- Set up a corporate email distribution list (DL) that includes everyone who must access your Dev Center account. Add the DL email address to your security information. The DL enables all of the employees on the list to receive security codes when requested and to manage the security information for your Microsoft ID. If setting up a distribution list is not feasible, then the owner of the individual email account must be available to access and share the security code when prompted.
  - For example, the owner is prompted when new security information is added to the Microsoft ID or when the Microsoft ID is accessed from a new device.
- Add a company phone number that does not require an extension and is accessible to key team members.
- In general, you should require developers to use trusted devices to sign into your Dev Center account. All key team members should have access to the trusted devices. Using trusted devices to access reduces the requirement for sending security codes when someone is accessing the Dev Center account.
- If you are required to grant access to the Dev Center account from a non-trusted computer, then you should limit access to no more than five developers. Ideally, your developers should access the account from computers that share the same geographical and network location.
- Frequently review and verify your security information.
  - To view your security information, visit the Security settings page located at account.live.com/proofs/Manage.

Your Dev Center account should be primarily accessed from trusted computers. It is critical that you access from trusted computers, because there is a limit to the number of codes generated per Dev Center account per week. Using trusted computers also enables the most secure and consistent sign-in experience.

- For more information about additional Dev Center account guidelines and security, visit the Opening a developer account page located at docs.microsoft.com/windows/uwp/publish/opening-a-developer-account.

Issue: Microsoft ID in an Azure AD federated domain

Your corporate account may be federated through Azure Active Directory (Azure AD). If you try to create a Microsoft ID using a corporate email address that is federated with Azure AD, then you receive an error. If you receive an error, then you should check with your IT team to confirm your account is federated through Azure AD.

Azure AD federated email is a known issue and Microsoft is working to resolving it.

- For more information about Azure AD, visit the Azure Active Directory Documentation page located at docs.microsoft.com/azure/active-directory.

Microsoft recommends a workaround. Follow these steps to create a new email address in the `outlook.com` domain and create a rule to forward your communications.

1. Go to the Create account page and click on the Get a new email address link.
   - To sign up for your Microsoft ID, visit the Create account page located at signup.live.com/signup.
2. Create the new email address and enter a password. A new Microsoft ID and an email mailbox in the `outlook.com` domain is created. Continue the registration process until the account is created.

> **IMPORTANT**
>
> You must use an email address or distribution list that is registered as a Microsoft ID to register in Dev Center. Microsoft recommends that you use a distribution list to remove dependency from individuals. If your email address or distribution list is not registered, then you must register now.

> **IMPORTANT**
>
> If your any email address is located in the `Microsoft` company domain, then you are not able to use it for registration in Dev Center.

3. After you create the Microsoft ID with the Outlook email address, sign into your Outlook mailbox. Create an email forwarding rule. The email forwarding rule should move all emails that are received in the Outlook mailbox to the email address in your domain that you created to manage your marketplace account.

   - To sign into your Outlook mailbox, visit the Outlook page located at outlook.live.com/owa.
   - For more information about forwarding rules, visit the Use rules in Outlook Web App to automatically forward messages to another account page located at support.office.com/article/Use-rules-in-Outlook-Web-App-to-automatically-forward-messages-to-another-account-1433e3a0-7fb0-4999-b536-50e05cb67fed.
4. The forwarding rule sends all email and communications received in the Outlook email account to the email address in a domain registered to your company. Your `outlook.com` email address must be used to authenticate in both Dev Center and Cloud Partner Portal.

Next steps

- Visit the Azure Marketplace and AppSource Publisher Guide page.

Register in Dev Center

7/16/2018 • 7 minutes to read • Edit Online

To help verify that you are not logged into a personal browser account, open a new Internet Explorer InPrivate or Chrome Incognito browsing session.

1. Register as a seller in Dev Center.
   - To sign in and register as a seller, visit the Azure Dev Center page located at dev.windows.com/registration?accountprogram=azure.

2. Complete the `Help us protect your account` wizard, which verifies your identity using your phone number or email address.

3. In the `Registration - Account Info` section, select your account country or region from the *Account country/region* drop-down menu.

> **WARNING**
>
> To sell your services in Azure Marketplace, verify that your registered entity is from one of the approved *sell-from* countries. The location restriction is required for payout and taxation reasons.
>
> - For more information, visit the Azure Marketplace Participation Policies page located at azure.microsoft.com/support/legal/marketplace/participation-policies.

4. For *Account Type*, select the `Company` radio button.

   - For more information about account types and to assist in determining which is best for you, visit the Account types, locations, and fee page located at docs.microsoft.com/windows/uwp/publish/account-types-locations-and-fees.

   Click on the Next button.

5. For *Publisher display name*, enter the display name (typically the name of your company).

> **NOTE**
>
> The publisher display name entered in Dev Center is not displayed in Azure Marketplace when your offer is listed, but you must fill this box to complete the registration process.

6. For *Contact info*, enter the information required for the account verification.

> **IMPORTANT**
>
> You must provide accurate contact information. The verification process uses your contact information to approve your company in Dev Center.

7. For *Company Approver*, enter the contact information for the approver. An approver verifies that you are authorized to create an account in Dev Center for your organization.

   Click on the Next button.

8. In the `Registration - Payment` section, you must enter your payment information to pay for your Dev Center account.

- For *Promo code*, enter a promo code that covers the cost of registration.
- For *Billing*, provide your credit card information. PayPal information may be used in place of a credit card in supported markets.

Click on the Next button.

Registration - Payment

Please enter your payment information. You won't be charged until after you complete your registration on the next page. This is a one-time registration fee and no renewal is required.

Promo code

XXXXX-XXXXX-XXXXX-XXXXX-XXXXX

If you have a promo code from MSDN, DreamSpark, or another program, enter it here to cover the cost of registration.

Fees

Registration price	99.00 USD
Estimated tax	0.00 USD
Estimated total	99.00 USD

Billing

Choose a payment method
- Credit/Debit card
- PayPal

Add payment information

Card type
VISA

Card number
- Enter without dashes or spaces -

Name on card

Expiration date
MM   YYYY

CVV
What's this?

Billing address

Address line 1
sample

Address line 2
- Optional -

City
BELLEVUE

State
WA

ZIP code
98007

Country/region
United States

Phone number
999   9999999

When you add a credit card as a payment method, Microsoft authorizes the card by making a small, temporary charge to your account. You won't pay anything until you buy something from the Store.
Your credit card company might charge an International Transaction Fee (ITF) or a currency conversion charge when you buy something from the Store.

Next   Cancel

Microsoft is committed to helping protect your privacy. For more info, see our privacy and cookies.

9. In the `Registration - Review` section, review your account information and confirm that everything is correct.

   Read the terms and conditions of the Microsoft Azure Marketplace publisher agreement.

   Click on the check-box to indicate that you have read and accepted the terms.

   Click on the Finish button to be sent a confirmation email message.

10. Choose the next steps using the billing model for your offer.

BILLING MODEL	NEXT STEPS
Free	Go to Cloud Partner Portal. • To publish on the Azure Marketplace, visit the Cloud Partner Portal page located at cloudpartner.azure.com.
Commercial (transact)	Update your account information. • For more information about adding account information, visit the How to Add bank and tax information section.

- An example of a commercial offer is a VM offer with an hourly billing model.

Get Help with Dev Center Registration

If you have issues with Dev Center registration, then follow these steps to submit a support ticket.

1. Go to Dev Center support.
   - To access support, visit the Windows developer support page located at developer.microsoft.com/windows/support.
2. In Contact Us section, click on the Submit an incident button.

Select `Help with Dev Center` from the *Problem type* drop-down menu.

Select `Publish and manage apps` from the *Category* drop-down menu.

Click on the Start email button.

3. On the sign-in page, sign in using any Microsoft ID. If you do not have a Microsoft ID, then create one.
   - For more information about creating a Microsoft ID, visit the Guidelines for creating a Microsoft ID to manage an Azure Marketplace account section.
4. Fill in the details of the issue.
5. To submit the ticket, click on the Submit button.

Frequently Asked Questions:

- **Which publishers requires a Dev Center account registration?**

  Publisher who are publishing in Transact listing type: VM, Azure apps: solution templates and managed apps.

- **Why is Dev Center account required?**

  Dev Center account is a required to enable Microsoft to bill the customer on the publisher's behalf for Transact listing type. Dev Center account registration enables Microsoft to validate the legal, tax, and banking information for your company. To learn more click here.

- **How do I get started with Dev Center registration?**

  To prevent duplication, verify that your company does not already have a Dev Center account registered. You must be signed in with the Microsoft account that you want to associate with your developer account. If you don't already have a Microsoft account, you can create a new account here. (example: contoso_marketplace@live.com) To sign in and register, go to https://dev.windows.com/en-us/registration?accountProgram=Azure

  To learn more on registration process click here.

- **Should I choose 'Individual' or 'Company' account type?**

  To publish a transact offer on Marketplace, you need to select Company account when registering for your Dev Center account.

- **Can I change my account type from 'Individual' to 'Company' account after account creation?**

  No, the account type cannot be updated once the account is created.

- **Why do I get a 'City is required' error message though I have entered the city correctly?**

  Check to make sure the zip code is correctly entered too. There is a city, zip code validation.

- **How can I get a promo code?**

  Complete the Marketplace Registration form to receive a Dev Center promotional code.

- **What should I expect after I complete the registration?**

  Look for an email from verify@microsoft.com with subject line "Action needed: Verify your email account with Microsoft". Click on the time sensitive verification link to complete registration. *If you have not received an email within 24hrs, please check the spam folder.*

- **What are the next steps after Dev Center verification?**

  Go to "Your programs" (https://developer.microsoft.com/en-us/dashboard/Account/Programs) and log into the Dev Center account. You should see a section titled "Recommended programs for you" and under that, Azure. You will click "Get Started" and go through the process of setting up an Azure account.

- **Why is my Dev Center application rejected?**

  The third-party vetting company (Duns & Bradstreet) was unable to contact you through the phone number that you have provided. Contact support at developer.microsoft.com/windows/support to re-start the vetting process

  or

  Account registration are rejected based on geography issues. Companies with subsidiaries based in locations different than the headquarters will only need one Dev Center account.

- **What should I do if the company name that I want to use already exists in Dev Center?**

Assign a temporary company name, contact support at developer.microsoft.com/windows/support and provide them your business registration documents.

- **How do I add my tax and payout information?**

  You will not be able to publish transact offers without completing the tax and bank information in your Dev Center account. For more information about adding account information, visit How to Add bank and tax information.

- **Can I change the Dev Center Microsoft login account?**

  No. Once a Dev Center is created, the owner account cannot be changed. You would have to start over with a brand-new Dev Center account with the desired Microsoft account.

- **Where do I contact support with issues regarding Dev Center registration?** To access support, visit the Windows developer support page located at developer.microsoft.com/windows/support.

Issue: Add bank and tax information for publisher payouts

The bank and tax information is required for all commercial offers using the transact listing type.

- If you are publishing commercial offers for purchase, then you must add payout and tax information and request validation in Dev Center.

  > **IMPORTANT**
  >
  > For commercial offers (transact), you must complete the bank and tax information before you are able to push your offers to production.

- If you are publishing only free or BYOL offers, then you are not required to add the information. You may add the information later, but validation of the tax information takes some time. If you plan to offer commercial offers for purchase, then you should add the information as soon as possible.

Add bank information

1. Sign into Dev Center using your Microsoft ID.
   - To sign into Dev Center, visit the Windows Dev Center page located at dev.windows.com.
2. Select Payout account on the left menu.
3. On the `Choose payment method` page, select `Bank account` or `PayPal`.

   > **IMPORTANT**
   >
   > If you have commercial offers that customers purchase on the Marketplace, then your payout account is where you receive payout for the purchases.

4. Enter the payment information. After you have verified that the information is correct, click on the Save button.

> **IMPORTANT**
>
> If you update or change your payout account, then you must follow the same steps replacing the current information with the new information. Changes to your payout account may delay payments up to one payment cycle. This delay occurs because Microsoft must verify the account change, this is the same as when you first set-up your payout account. You get paid the full amount after your account has been verified. Any payments due from the current payment cycle are added to the next cycle.

5. Click on the Next button.

Add tax information

1. Sign into Dev Center using your Microsoft ID.
   - To sign into Dev Center, visit the Windows Dev Center page located at dev.windows.com.
2. Select Tax profile on the left menu.
3. On the `Set up your tax form` page, select the country or region where you have permanent residency.

   Select the country or region where you hold primary citizenship.

   Click on the Next button.

4. Enter your tax details.
5. Click on the Next button.

Next steps

- Visit the Azure Marketplace and AppSource Publisher Guide page.

Billing options in the Azure Marketplace

7/19/2018 • 2 minutes to read • Edit Online

This article describes billing options that are available in the Azure Marketplace.

Commercial considerations in the Marketplace

The Marketplace doesn't share revenue for the following listing types:

- List
- Trial
- Transact using the Bring Your Own License (BYOL) billing model

You aren't billed additional fees for participating in storefronts in the Marketplace.

For more information, see Microsoft Azure Marketplace Participation Policies.

Pay-As-You-Go and BYOL billing options

When you use a Pay-As-You-Go billing model as a publishing option, your usage-based software licensing revenue is shared in an 80%/20% split between you and Microsoft. You can price a single offer both by using Pay-As-You-Go and BYOL billing models. The two billing models coexist at the offer level as separate SKUs. You configure the billing models in your offer in the Cloud Partner Portal.

Consider the following examples:

- If you enable the Pay-As-You-Go option, you have the following result:

YOUR LICENSE COST	$1.00 PER HOUR
Azure usage cost (D1/1-Core)	$0.14 per hour
Customer is billed by Microsoft	*$1.14 per hour*

In this scenario, Microsoft bills $1.14 per hour for use of your published VM image:

MICROSOFT BILLS	$1.14 PER HOUR
Microsoft pays you 80% of your license cost	$0.80 per hour
Microsoft keeps 20% of your license cost	$0.20 per hour
Microsoft keeps the Azure usage cost	$0.14 per hour

- If you enable the BYOL option, you have the following result:

YOUR LICENSE COST	LICENSE FEE NEGOTIATED AND BILLED BY YOU
Azure usage cost (D1/1-Core)	$0.14 per hour
Customer is billed by Microsoft	*$0.14 per hour*

In this scenario, Microsoft bills $0.14 per hour for use of your published VM image:

MICROSOFT BILLS	$0.14 PER HOUR
Microsoft keeps the Azure usage cost	$0.14 per hour
Microsoft keeps 0% of your license cost	$0.00 per hour

Single billing and payment methods

An important benefit of using the Transact publishing option in the Marketplace is that your licensing costs and Azure usage are single-billed directly to your customer.

In this scenario, Microsoft bills and collects on your behalf. Microsoft billing removes the requirement for you to create your own procurement relationship with your customer. Single billing might save you time and resources. It also might help you focus on landing the sale instead of on collecting the bill.

Enterprise Agreement

If you're a Microsoft Enterprise Agreement customer, you can use your Enterprise Agreement to pay for Microsoft products. You can be billed for products, including for your Azure usage. Using your Enterprise Agreement to pay is designed for organizations that want to license software and cloud services for three or more years. You spread out payments instead of making one. upfront payment. If you use a Pay-As-You-Go publishing option, the billing for your software licensing costs follows the quarterly Enterprise Agreement overage billing cycle.

Monetary commitment

If you're an Enterprise Agreement customer, you can add Azure to your agreement. You add Azure to your agreement by making an upfront monetary commitment to Azure. Your monetary commitment is consumed throughout the year. Your commitment includes any combination of usage of Azure services.

Next steps

Review the Azure Marketplace and AppSource publishing guide.

Virtual Machine Offer Publishing Guide

7/13/2018 • 3 minutes to read • Edit Online

Virtual Machine images are one of the main ways to publish a solution in the Azure Marketplace. Use this guide to understand the requirements for this offer.

These are transaction offers which are deployed and billed through the Marketplace. The call to action that a user sees is "Get It Now."

Free Trial

You can arrange for users to test your offer by accessing limited term software licenses when using the Bring Your Own License (BYOL) blling model. Below are the requirements to deploy this offer.

REQUIREMENTS	DETAILS
Free trial period and trial experience	Your customer may try your app for free for a limited time. Your customer is not required to pay any license or subscription fees for your offer. Your customers are not required to pay for the underlying Microsoft first-party product or service. All trial options are deployed to your Azure subscription. You have sole control of the cost optimization and management. You may choose a free trial or interactive demo. No matter what you choose, your free trial must provide the customer a pre-set amount of time to try your offer at no additional cost.
Easily configurable, ready-to-use solution	Your app must be easy and quick to configure and set up.
Availability / uptime	Your SaaS app or platform must have an uptime of at least 99.9%.
Azure Active Directory	Your offer must allow Azure Active Directory (Azure AD) federated single sign-on (SSO) (Azure AD federated SSO) with consent enabled.

Test Drive

You deploy one or more virtual machines through infrastructure-as-a-service(IaaS) or SaaS apps. A benefit of the test drive publishing option is the automated provisioning of a virtual machine or entire solution led by a partner-hosted guided tour. A test drive provides an evaluation at no additional cost to your customer. Your customer does not need to be an existing Azure customer to engage with the trial experience.

Email amp-testdrive@microsoft.com to get started.

REQUIREMENTS	DETAILS
You have a Marketplace app	One or more virtual machines through IaaS or SaaS.

Interactive Demo

You provide a guided experience of your solution to your customers by using an interactive demonstration. The

benefit of interactive demo publishing option is that you provide a trial experience without complicated provisioning of your complex solution.

Virtual Machine Offer

Use the virtual machine offer type when you deploy a virtual appliance to the subscription associated with your customer. VMs are fully commerce enabled using pay-as-you-go or bring-your-own-license (BYOL) licensing models. Microsoft hosts the commerce transaction and bills your customer on your behalf. You get the benefit of using the preferred payment relationship between your customer and Microsoft, including any Enterprise Agreements.

> **NOTE**
>
> At this time, the monetary commitments associated with an Enterprise Agreement are able to be used against the Azure usage of your VM, but not against your software licensing fees.

> **NOTE**
>
> You are able to restrict the discovery and deployment of your VM to a specific set of customers by publishing the image and pricing as a Private offer. Private offers unlock the ability for you to create exclusive offers for your closest customers and offer customized software and terms. The customized terms enable you to highlight a variety of scenarios, including field-led deals with specialized pricing and terms as well as early access to limited release software. Private offers enable you to give specific pricing or products to a limited set of customers by creating a new SKU with those details.
>
> - For more information about Private Offers, visit the Private Offers on Azure Marketplace page located at azure.microsoft.com/blog/private-offers-on-azure-marketplace.

REQUIREMENT	DETAILS
Billing and metering	Your VM must support either BYOL or Pay-As-You-Go monthly billing.
Azure-compatible virtual hard disk (VHD)	VMs must be built on Windows or Linux. - For more information about creating a Linux VHD, visit the Create an Azure-compatible VHD (Linux-based) section located at docs.microsoft.com/azure/marketplace-publishing/marketplace-publishing-vm-image-creation#2-create-an-azure-compatible-vhd-linux-based. - For more information about creating a Windows VHD, visit the Create an Azure-compatible VHD (Windows-based) section located at docs.microsoft.com/azure/marketplace-publishing/marketplace-publishing-vm-image-creation#3-create-an-azure-compatible-vhd-windows-based.

Next Steps

If you haven't already done so,

- Register in the marketplace

If you're registered and are creating a new offer or working on an existing one,

- [Log in to Cloud Partner Portal](#) to create or complete your offer

Azure Applications: Solution Template Offer Publishing Guide

7/13/2018 • 2 minutes to read • Edit Online

Solution Templates are one of the main ways to publish a solution in the Marketplace. Use this guide to understand the requirements for this offer.

These are transaction offers which are deployed and billed through the Marketplace. The call to action that a user sees is "Get It Now."

Use the Azure app: solution template offer type when your solution requires additional deployment and configuration automation beyond a simple VM. You may automate the provisioning of one or more VMs using Azure apps: solution templates. You may also provision networking and storage resources. Azure apps: solution templates offer type provides automation benefits for single VMs and entire IaaS-based solutions.

Requirements for Solution Templates

REQUIREMENTS	DETAILS
Billing and metering	The resources will be provisioned in the customer's Azure subscription. Pay-as-you-go (PAYGO) virtual machines will be transacted with the customer via Microsoft, billed via the customer's Azure subscription (PAYGO)
In the case of bring-your-own-license, while Microsoft will bill infrastructure costs incurred in the customer subscription, you will transact your software licensing fees to the customer directly	
Azure-compatible virtual hard disk (VHD)	VMs must be built on Windows or Linux. • For more information about creating a Linux VHD, visit the Create an Azure-compatible VHD (Linux-based) section located at docs.microsoft.com/azure/marketplace-publishing/marketplace-publishing-vm-image-creation#2-create-an-azure-compatible-vhd-linux-based. • For more information about creating a Windows VHD, visit the Create an Azure-compatible VHD (Windows-based) section located at docs.microsoft.com/azure/marketplace-publishing/marketplace-publishing-vm-image-creation#3-create-an-azure-compatible-vhd-windows-based.

Next Steps

If you haven't already done so,

* Register in the marketplace

If you're registered and are creating a new offer or working on an existing one,

- [Log in to Cloud Partner Portal](#) to create or complete your offer

Azure Applications: Managed Application Offer Publishing Guide

7/13/2018 • 2 minutes to read • Edit Online

Solution Templates are one of the main ways to publish a solution in the Marketplace. Use this guide to understand the requirements for this offer.

These are transaction offers which are deployed and billed through the Marketplace. The call to action that a user sees is "Get It Now."

Use the Azure app: managed app offer type when the following conditions are required:

- You deploy either a subscription-based solution for your customer using either a VM or an entire IaaS-based solution.
- You or your customer require that the solution is managed by a partner.

> **NOTE**
>
> For example, a partner may be an SI or managed service provider (MSP).

Managed Application Offer

REQUIREMENTS	DETAILS
Deployed to a customer's Azure subscription	Managed Apps must be deployed in the customer's subscription and can be managed by a 3rd party
Billing and metering	The resources will be provisioned in the customer's Azure subscription. Pay-as-you-go (PAYGO) virtual machines will be transacted with the customer via Microsoft, billed via the customer's Azure subscription (PAYGO)
In the case of bring-your-own-license, while Microsoft will bill infrastructure costs incurred in the customer subscription, you will transact your software licensing fees to the customer directly	

REQUIREMENTS	DETAILS
Azure-compatible virtual hard disk (VHD)	VMs must be built on Windows or Linux. • For more information about creating a Linux VHD, visit the Create an Azure-compatible VHD (Linux-based) section located at docs.microsoft.com/azure/marketplace-publishing/marketplace-publishing-vm-image-creation#2-create-an-azure-compatible-vhd-linux-based. • For more information about creating a Windows VHD, visit the Create an Azure-compatible VHD (Windows-based) section located at docs.microsoft.com/azure/marketplace-publishing/marketplace-publishing-vm-image-creation#3-create-an-azure-compatible-vhd-windows-based.

NOTE

Managed apps must be deployable through the Marketplace. If customer communication is a concern, then you should reach out to interested customers after you have enabled lead sharing.

Next Steps

If you haven't already done so,

• Register in the marketplace

If you're registered and are creating a new offer or working on an existing one,

• Log in to Cloud Partner Portal to create or complete your offer

SaaS applications Offer Publishing Guide

7/13/2018 • 5 minutes to read • Edit Online

SaaS applications can be published in the marketplace with three different calls to action: "Contact Me," "Try it now," and "Get it Now." This guide explains these three options, including requirements for each.

Offer overview

SaaS applications are available in both Azure Storefronts The following table describes the current available options:

STOREFRONT OPTION	LISTING	TRIAL/TRANSACT
AppSource	Yes (Contact Me)	Yes (PowerBI/Dynamics)
Azure marketplace	No	Yes (SaaS Apps)

List: The Listing publishing option consists of a Contact Me offer type and is used when a Trial- or Transaction-level participation is not feasible. The benefit of this approach is that it enables publishers with a solution in-market to immediately begin receiving leads that can be turned into deals to increase your business.
Trial/Transaction: The customer has the option to directly buy or request a trial for your solution. Providing a Trial experience increases the engagement level offered to customers and enables customers to explore your solution before buying. With a Trial experience, you will have better chances of promotion in the storefronts, and you should expect more and richer leads from customer engagements. Trials must include free support at least for the duration of the trial period.

SAAS APPS OFFER	BUSINESS REQUIREMENTS	TECHNICAL REQUIREMENTS
Contact Us	Yes	No
PowerBI / Dynamics	Yes	Yes (Azure AD integration)
SaaS Apps	Yes	Yes (Azure AD integration)

SaaS List

The call to action for a SaaS listing with no trial and no billing functionality is "Contact Me."

You do not need to configure Azure Active Directory to list a SaaS application.

REQUIREMENTS	DETAILS
Your app is a SaaS offering	Your solution is a SaaS offering and you offer a multitenant SaaS product.

SaaS Trial

You provide a solution or app using a free-to-try, software-as-a-service (SaaS)-based trial. Free trial offers may be presented as a limited-use or limited-duration trial account.

REQUIREMENTS	DETAILS
Your app is a SaaS offering	Your solution is a SaaS offering and you offer a multitenant SaaS product.
Your app is AAD enabled	The customer will be re-directed to your domain and you will transact with the customer directly

SaaS Trial Technical requirements

The technical requirements for SaaS applications are simple. Publishers are only required to be integrated with Azure Active Directory (Azure AD) to be published. Azure AD integration with applications is well documented and Microsoft provides multiple SDKs and resources to accomplish this.

To start, we recommend that you have a subscription dedicated for your Azure Marketplace publishing, allowing you to isolate the work from other initiatives. Once this is done you can start deploying your SaaS application in this subscription to start the development work.

The best Azure Active Directory documentation, samples and guidance are located at the following sites:

- Azure Active Directory Developer's Guide

- Integrating with Azure Active Directory

- Integrating Applications with Azure Active Directory

- Azure Roadmap - Security and Identity

For video tutorials, review the following:

- Azure Active Directory Authentication with Vittorio Bertocci

- Azure Active Directory Identity Technical Briefing - Part 1 of 2

- Azure Active Directory Identity Technical Briefing - Part 2 of 2

- Building Apps with Microsoft Azure Active Directory

- Microsoft Azure Videos focused on Active Directory

Free Azure Active Directory training is available at

- Microsoft Azure for IT Pros Content Series: Azure Active Directory

In addition, Azure Active Directory provides a site to check for Service Updates

- Azure AD Service updates|

Using Azure Active Directory to enable trials

Microsoft authenticates all Marketplace users with Azure AD, hence when an authenticated user clicks through your Trial listing in Marketplace and is redirected to your Trial environment, you can provision the user directly into a Trial without requiring an additional sign-in step. The token that your app receives from Azure AD during authentication includes valuable user information that you can use to create a user account in your app, enabling you to automate the provisioning experience and increase the likelihood of conversion. For more information about the token, see Sample Tokens .

Using Azure AD to enable 1-click authentication to your app or Trial does the following:

- Streamlines the customer experience from Marketplace to Trial.

- Maintains the feel of an 'in-product experience' even when the user is redirected from Marketplace to your domain or Trial environment.
- Decreases the likelihood of abandonment on redirect because there is not an additional sign-in step.
- Reduces deployment barriers for the large population of Azure AD users.

Certifying your Azure AD integration for Marketplace

You can certify your Azure AD integration in a few different ways, depending on whether your application is single-tenant or multi-tenant, and whether you are new to Azure AD federated single sign-on (SSO), or already support it.

For multi-tenant applications:

If you already support Azure AD, do the following:

1. Register your application in the Azure portal
2. Enable the multi-tenancy support feature in Azure AD to get a 'one-click' trial experience. More specific information can be found here.

If you are new to Azure AD Federated SSO, do the following:

1. Register your application in the Azure portal
2. Develop SSO with Azure AD using OpenID Connect or OAuth 2.0.
3. Enable multi-tenancy support feature in AAD to get 'one-click' trial experience More specific information can be found here.

For single-tenant application, use any of the following options:

- Add users to your directory as guest users using Azure B2B
- Manually provision trials for customers by using 'Contact Me'
- Develop a per-customer 'Test Drive'
- Build a multi-tenant sample demo app with SSO

SaaS Subscriptions

Use SaaS app offer type to enable your customer to buy your SaaS-based, technical solution as a subscription. The following requirements must be met for your SaaS app:

- Price and bill the service at a flat, monthly rate.
- Provide a method to upgrade or cancel the service at any time. Microsoft hosts the commerce transaction. Microsoft bills your customer on your behalf. To use bill a SaaS App as a subscription, you must enable you own subscription management service API. Your subscription management service API must communicate directly with the Azure Resource Manager APIs. Your subscription management service API must support service provisioning, upgrading, and canceling.

REQUIREMENT	DETAILS
Billing and metering	Your offer is priced at a monthly flat rate. Usage-based pricing and usage-based "true-up" capabilities are not supported at this time.
Cancelation	Your offer is cancelable by the customer at any time.
Transaction landing page	You host an Azure co-branded transaction landing page where users can create and manage their SaaS service account.

REQUIREMENT	DETAILS
Subscription API	You expose a service that can interact with the SaaS Subscription to create, update, and delete a user account and service plan. Critical API changes must be supported within 24 hours. Non-critical API changes will be released periodically.

Next Steps

If you haven't already done so,

- Register in the marketplace

If you're registered and are creating a new offer or working on an existing one,

- Log in to Cloud Partner Portal to create or complete your offer

Containers Offer Publishing Guide

7/13/2018 • 2 minutes to read • Edit Online

Container offers help you publish your container image to the Azure Marketplace. Use this guide to understand the requirements for this offer.

These are transaction offers which are deployed and billed through the Marketplace. The call to action that a user sees is "Get It Now."

Use the Container offer type when your solution is a Docker container image provisioned as a Kubernetes-based Azure container service.

> **NOTE**
>
> For example, a Kubernetes-based Azure container service like Azure Kubernetes Service or Azure Container Instances, the choice of Azure customers for a Kubernetes-based container runtime.

Microsoft currently supports free and bring-your-own-license (BYOL) licensing models.

Containers Offer

REQUIREMENT	DETAILS
Billing and metering	Support either the free or BYOL billing model.
Image built from Dockerfile	Container images must be based on the Docker image specification and must be built from a Dockerfile. • For more information about building docker images, visit the Usage section located at docs.docker.com/engine/reference/builder/#usage.
Hosting in ACR	Container images must be hosted in an Azure Container Registry (ACR) repository. • For more information about working with ACR, visit the Quickstart: Create a container registry using the Azure portal page located at docs.microsoft.com/azure/container-registry/container-registry-get-started-portal.
Image tagging	Container images must contain at least 1 tag (maximum tags: 16). • For more information about tagging an image, visit the docker tag page located at docs.docker.com/engine/reference/commandline/tag.

Next Steps

If you haven't already done so,

• Register in the marketplace

If you're registered and are creating a new offer or working on an existing one,

- Log in to Cloud Partner Portal to create or complete your offer

Azure Marketplace Consulting Services

7/10/2018 • 7 minutes to read • Edit Online

Consulting Services in Azure Marketplace provides Microsoft partners the goal of connecting customers with services to support and extend their use of Azure. The Azure Marketplace supports the listing of consulting-service offerings from System Integrator (SI) partners of Microsoft.

These consulting-service offerings are customer-specific engagements. Publishers have the option to determine the listing type and with fixed scope and duration, either fixed-price or free, and have a defined deliverables to the customer. Partners receive a notification in their CRM system, and they aim to respond to requests within 48 hours.

Consulting Services in Azure Marketplace vs AppSource Storefront

The marketplace storefronts are aligned with audiences and Microsoft cloud products to help customers find what they need. Each storefront offers specialized publishing options to help you maximize your publishing investment. The following table summarizes these options:

	AZURE MARKETPLACE	APPSOURCE
Audience	IT Pros and Cloud Developers	Business Users / Line-of-Business decision makers
Solution Relevance	Technical apps built for or built on Azure	Business Apps That Leverage / Extend D365, Power BI, O365, Azure. (Add-in or Add-on finished apps)
Publishing Options	Contact me, Trial, Transact, or Consulting Services	Contact Me, Trial, or Consulting Services
In Product Experience	Azure Management Portal	Dynamics 365, Office 365, Office Client Apps
Other	On-Premises Publishing Via Azure Stack	Consulting Services for Dynamics and Power BI

> **NOTE**
>
> Consulting Services in Azure Marketplace should leverage offerings geared towards a technical audience with focuses on *Azure technical solutions and services.*

Service offers that are based on Microsoft Dynamics 365, Office 365, and Power BI are eligible to be listed on AppSource. For more information, see Microsoft AppSource consulting services listing guidelines.

> **TIP**
>
> This information is for Azure Marketplace services only. To publish to the Azure Marketplace storefront, you will make this selection by choosing "Azure" from the "Primary Product" drop-down menu in the Cloud Partner Portal. To publish to AppSource, you will make this selection by choosing "Dynamics 365," "Power BI," or "Power Apps" from the "Primary Product" drop-down menu in the Cloud Partner Portal.

Eligible Partners and Supported Countries

Partners are also required to have a **silver or gold competency** in the relevant area for their service. The eligible competencies are listed in the following table:

COMPETENCY	SOLUTION AREA
Cloud Platform and Infrastructure	Cloud Platform, Data Center
Application Development and ISV	Application Development, Application Integration, DevOps
Data Management and Analytics	Data Analytics, Data Platform

For more information, see competencies through Microsoft Partner Network.

SI partners can submit consulting-service offerings for the following 18 countries.

ELIGIBLE COUNTRIES		
Australia	Germany	New Zealand
Belgium	Italy	Norway
Canada	India	Poland
Denmark	Japan	Sweden
Finland	Mexico	United Kingdom
France	Netherlands	United States

The launch of Azure Marketplace consulting services will go live first for Australia, Canada, the United Kingdom, and the United States. The catalogs for other countries will go live after a meaningful number and compelling selection of service offerings have been submitted by partners and approved by Microsoft.

How To Register For Consulting Services in Azure Marketplace

Start by registering your consulting services with Azure Marketplace. Publishers can reference Become a Publisher in the Marketplace, for a complete check-list of registration requirements.

What To Expect After Registration The Onboarding Team will reach out in 1-3 business days with a welcome email which will include your Cloud Partner Portal (CPP) login information. Cloud Partner Portal is the offer listing portal where publishers submit listing information and submissions.

> **NOTE**
>
> Partners only need to register once to become a publisher. Once you receive your welcome email and Cloud Partner Portal login, publishers do not need to re-register in order to publish different listing types.

Prepare Your Publishing Artifacts

Prior to registration, you can start collecting and preparing the content that will help your listing articulate the value of your service and solution to your target customer.

SET UP FOR NEW PUBLISHERS
MPN ID
Company logos (48 × 48, 216 × 216)
Lead Destination

SET UP FOR NEW OFFERS
Offer name (200 characters) and description (2000 characters)
Competencies
Country/region availability
Duration of engagement
Applicable industries, categories, and search keywords
Product overview video
Screenshots (maximum of 5, 1280 × 720)
Marketing documents (maximum of 3)

Publishing Process

Listing your consulting-service offer on the Azure Marketplace involves the following stages:

1. **Request**: To send your request, use the Azure Marketplace Nomination Form and tell us more about your organization. Note: Publishers will only need to submit nomination process once to list on either Azure Marketplace or AppSource. Once nomination and onboarding process has been completed, a Cloud Partner Portal will be created where publishers can create and submit their offer listings.
2. **Validation**: Your request is reviewed to ensure that you meet the eligibility criteria. We then send you instructions for listing your consulting services offering.
3. **Submit**: Provide the required information that's listed in the instructions. All content and supporting material must be submitted in English.
4. **Review**: Our marketing and editorial team reviews your submission and optimizes it for readability, grammar, and effectiveness.
5. **Staging**: Your submission is staged for your review.
6. **Publishing**: When you and Microsoft are satisfied with the staged content, your listing is ready to go live on the Azure Marketplace. The go-live date for your listing depends on the country that's specified in your offering. If the catalog for your selected country is already live on the Azure Marketplace, your listing will appear within a few hours. Otherwise, the listing will appear as soon as the catalog goes live.

Offer Listings and Content Review Criteria

Offerings must be of one of the following five service types (you can list more than one):

- **Assessment**: An evaluation of a customer's environment to determine the applicability of a solution and provide an estimate of cost and timing.

- **Briefing**: An introduction to a solution or a consulting service to draw customer interest by using frameworks, demos, and customer examples.
- **Implementation**: A complete installation that results in a fully working solution. We recommend limiting it to solutions that can be implemented in two weeks or less.
- **Proof of concept**: A limited-scope implementation to determine whether a solution meets customer requirements.
- **Workshop**: An interactive engagement that's conducted on a customer's premises. It can involve training, briefings, assessments, or demos that are built on the customer's data or environment.

Note: Except for the *Briefing* service type, consulting services can be offered in-person (that is, onsite at a customer's location or a partner's facility) or virtually (that is, via teleconferencing, web conferencing, or remote implementation). Briefings must be offered in person.

Once you have configured the required elements listed above, the content review team will validate that your offer description is informative and complete for your target audience.

Listing Title

Note that the title field has a 50-character limit and must transmit the duration and service type of the offer. This is to maximize search engine optimization. The required format is as follows: NAME : DURATION TYPE

Examples:

SAMPLE TITLE	CORRECT FORMAT
Getting Started with Azure IoT in Manufacturing	Manufacturing IoT: 2-Day Assessment
Workshop on Smart Toasters	Smart Toasters: 1-Wk Workshop
SQL Server Migration PoC	SQL Migration: 3-Wk Proof of Concept

Listing Summaries and Descriptions

When reviewing Offer Descriptions and Offer Summaries, the team will apply the following criteria:

OFFER TYPE	REQUIRED	RECOMMENDED
Assessment	Include a detailed agenda for multi-day or multi-week assessments, and articulate what deliverable the customer can expect	Optimize your offer summary with your top Search Engine Optimization keywords
Briefing	Articulate what deliverable the customer can expect. Please remember that Briefings must also be offered in person. If you are providing a virtual service, please choose a different offer type	Optimize your offer summary with your top Search Engine Optimization keywords
Implementation	Include a detailed agenda for multi-day or multi-week implementations, and articulate what engineering changes, technical artifacts, or other artifacts a customer can expect as outcomes of the engagement	Optimize your offer summary with your top Search Engine Optimization keywords

OFFER TYPE	REQUIRED	RECOMMENDED
Proof of Concept	Articulate what engineering changes, technical artifacts, or other artifacts a customer can expect as outcomes of the engagement	Optimize your offer summary with your top Search Engine Optimization keywords
Workshop	Include a detailed agenda daily, weekly, or monthly, depending on the chosen duration of your offering. Articulate what the learning goals or other deliverables are of your workshop	Optimize your offer summary with your top Search Engine optimization keywords

Within Cloud Partner Portal, you can add formatting to your listing by using Markdown. This is a lightweight design language that will help add polish to your listing.

Sample Markdown Notes

- Add * at beginning and end of copy block - with no space to create italics (Ex: *content*)
- Include line break after ":" colon
- Space after "*" for bullets (Ex: *(space)Content)
- ### space for heading (Ex: ###(space)Agenda/Deliverables)
- Line break after heading
- ** = bold (No space) (Ex: **No Space**) • Italicize Offer Summary • Agenda and Deliverables is a Heading

Office 365, Dynamics 365, Power Apps and Power BI Offer Publishing Guide

7/13/2018 • 2 minutes to read • Edit Online

The AppSource storefront includes offers that build on or extend Dynamics 365, Office 365, Power BI, and Power Apps. Each of these products have specific documentation to guide you in the publishing process. See below for links to more detail for each offer type.

AppSource has list and trial offers, with the call to action "Contact Me" or "Try It Now." There is currently no transaction functionality in AppSource.

Product-Specific guides

Office 365

Review the publishing process and guidelines

Power Apps

Learn about how customers can test drive your app on AppSource.

Power BI

Review the publishing process and guidelines.

Dynamics 365

Dynamics 365 for Finance and Operations

When building for Enterprise Edition, review the publishing process and guidelines

Dynamics 365 for Customer Engagement

Review the publishing process and guidelines

Next Steps

If you haven't already done so,

- Register in the marketplace

If you are registered and working in Cloud Partner Portal,

- Log in to Cloud Partner Portal to create or complete your offer

Enable a trial listing by using Azure Active Directory

7/19/2018 • 2 minutes to read • Edit Online

Azure Active Directory (Azure AD) is a cloud identity service that enables authentication with a Microsoft work or school account by using industry-standard frameworks. Azure AD supports OAuth and OpenID Connect authentication. The Azure Marketplace uses Azure AD to authenticate you and your customers.

For more information about Azure AD, see Azure Active Directory.

After a customer selects your trial listing in the Marketplace, your customer is redirected to your trial environment. In your trial environment, you can set up your customer directly without requiring additional sign-in steps. Your app or offer receives a token from Azure AD during authentication. The token includes valuable user information that's used to create a user account in your app or offer. You can automate customer setup and increase the likelihood of conversion.

For more information about the token that's sent from Azure AD during authentication, see Sample tokens.

Use Azure AD to enable one-click authentication in your app or trial. Azure AD gives you the following benefits:

- Streamline the customer experience from the Marketplace to trial.
- Maintain the feel of an in-product experience, even when the user is redirected from the Marketplace to your domain or trial environment.
- Reduce the likelihood of abandonment upon redirect, because there are no additional sign-in steps.
- Reduce deployment barriers for the large population of Azure AD users.

Verify your Azure AD integration in the Marketplace: Multitenant apps

Use Azure AD to support the following options for your solution:

- Register your app in storefronts in the Marketplace.
- Enable the multitenancy support feature in Azure AD to get a one-click trial experience.

For more information about app registration, see Integrating applications with Azure Active Directory.

If you are new to using Azure AD federated single sign-on (SSO), complete these steps:

1. Register your app in the Marketplace.
2. Develop SSO with Azure AD by using OAuth 2.0 or OpenID Connect.
   - For more information about OAuth 2.0, see OAuth 2.0.
   - For more information about Open ID Connect, see OpenID Connect.
3. Enable the multitenancy support feature in Azure AD to provide a one-click trial experience.

   For more information about AppSource certification, see AppSource certification.

Verify your Azure AD integration in the Marketplace: Single-tenant apps

Use Azure AD to support one of the following options for your single-tenant solution:

- Add users to your directory as guest users by using Azure Active Directory B2B (Azure AD B2B).

   For more information about Azure AD B2B, see What is Azure AD B2B collaboration.

- Manually set up trials for customers by using the Contact Me publishing option.

- Develop a per-customer test drive.

- Build a multitenant sample demo app that uses SSO.

Next steps

- Review the Azure Marketplace and AppSource publishing guide.

Grow your business on marketplace

After you have published your offer on AppSource or Azure Marketplace, you can use your listing as a launchpad for joint go-to-market (GTM) activities with Microsoft. Driving traffic to your marketplace offer and nurturing marketplace leads, for example, are great ways to accelerate your business growth. In this article, we will share many marketing best practices to grow your business on marketplace.

App listing best practices

The following tables provide suggestions on creating an engaging marketplace offer. You will use the Cloud Partner Portal to write and configure these marketing materials.

Offer identity

Storefront details > Offer details

STOREFRONT SETTINGS	BEST PRACTICES
Offer Name	Provide a strong title: Your app name should communicate the core value customers receive. Including search keywords in your app title can also help your app to be ranked higher in search engine results. Consulting service listings should follow a set title format: [Offer Name]: [Duration] [Offer Type], e.g. Contoso: 2-Week Implementation Adhere to brand guidelines: Please follow the Microsoft Trademark and Brand Guidelines as well as relevant product-specific guidelines when referring to Microsoft trademarks and the names of Microsoft, software, products, and services. For more information about Microsoft trademarks and branding, visit the Microsoft Trademark and Brand Guidelines page.
Offer Description	Provide a good offer description Clearly describe the value proposition of your offer in the first few sentences of your description. Keep in mind that the first few sentences might be displayed in search engine results. Do not rely on features and functionality to sell your product. Instead, focus on the value you deliver. Use industry-specific vocabulary or benefit-based wording as much as possible. Core components of your value proposition should include the following information: - Description of the product - Type of user who will benefit - Customer need or pain does it addresses

Storefront details > Listing details

STOREFRONT SETTINGS	BEST PRACTICES

STOREFRONT SETTINGS	BEST PRACTICES
Industries: AppSource apps and consulting services only	Select industries if your offer addresses industry-specific requirements. Make sure to call out these industry-specific capabilities in your offer's description. Note: the maximum number of options varies by offer type and will be indicated in the Cloud Partner Portal.
Categories	Select categories that align best with your offer. Choose these categories carefully as customers use the categories to search for relevant apps. Make sure to call out how your offer supports category-specific needs in the offer description. Note: the maximum number of options varies by offer type and will be indicated in the Cloud Partner Portal.
Products your app works with (max 3): AppSource apps only	List additional products and technologies that your solution uses or extends, e.g. Azure IOT Hub, Azure Machine Learning, etc.
Search keywords (max 3)	Search keywords help business users find your offer when searching in Azure Marketplace and AppSource or by using search engines. Identity the top three search keywords for your offer; incorporate the search keywords in your offer summary, description; and list the search keywords here.

Storefront details > Marketing artifacts

STOREFRONT SETTINGS	BEST PRACTICES
Offer logo (.png format, 48x48)	Your logo should be designed and optimized for a digital medium. Upload logo in PNG format for the search page of your offer.
Offer logo (.png. 216 x 216)	Your logo should be designed and optimized for a digital medium. Upload logo in PNG format for the app details listing page of your offer.
Learn more/Documents	Include supporting sales and marketing assets under "Learn more," e.g., white papers, brochures, checklists, PowerPoints, etc. All files should be in PDF format. Your goal with these documents should be to educate customers, not sell them. Add the link to your app landing page to all your documents and add URL parameters to help you track visitors and trials.
Videos: AppSource, consulting services, and SaaS offers only	The strongest videos communicate the value of your offer in narrative form. Make the customer the hero of the story, not your company. Your video should speak to the principal challenges and goals of your target customer. Recommended length: 60-90 seconds. Incorporate key search words in the name of the videos. Consider adding additional videos, such as a how-to, getting started video, or customer testimonial video.

STOREFRONT SETTINGS	BEST PRACTICES
Screenshots (1280x720)	Add up to five screenshots; incorporate key search words in the names.

Marketing Best Practices

To help you maximize the benefit of listing on marketplace, we collected the following best practices for marketing your offers on AppSource and Azure Marketplace. First, be sure to review the marketing best practices and resources on The Microsoft Partner Network (MPN). This is your gateway for all marketing and programmatic resources related to partnering with Microsoft.

In addition, the quality of your marketplace offer and your commitment to customer-centric demand generation help drive growth for your business. Engaging in these activities helps Microsoft amplify your go-to-market work and feature key solutions across the storefronts on the marketplace.

Once you've created a great listing, the following marketing initiatives will help you grow your business:

- Build a strong value proposition.
  Identify who your potential customer is and the key differentiators of your solution.

- Create a unique landing page on your site to make your app listing stand out.
  Drive traffic from there to your offer and make a great first impression. Based on your offer listing, customers decide if they want to learn more and try your solutions.

- Enable a test drive or other trial experience.
  Users want to experience your app first hand. Publishers have historically seen much higher lead conversion from a listing with a test driver or trial.

- Optimize your listing to help boost search engine rankings.
  Incorporate search keywords in your app name, summary and listing, and include search keywords in the three search keywords.

- Enable lead sharing.
  Receive the contact information of your customer when they try your app right in your CRM system. Make sure you have a process in place to follow up on these leads.

- Build your demand generation plan.
  Use your marketplace offer listing as the landing page for marketing calls-to-action. Once on your offer's marketplace listing, every time a customer trials, test drives, or deploy your offer, you receive their name and contact information if you have enabled lead sharing.

- Promote your app on AppSource and/or Azure Marketplace.
  Link to your app listing and use URL tagging every time you link to your app.

- Create marketing and promotion campaigns.
  Plan and build campaigns drive awareness and engagement with a clear call-to-action that directs traffic to your marketplace listing.

- Get customer feedback.
  Remind your customers to submit a rating and review. Users receive an email to share the experience of your customers after they started a trial.

- Get actionable insights.
  View the Insights dashboard in the Cloud Partner Portal. Track how many visitors your app listing gets, and how many try your app. Learn details about the performance of your marketing campaigns and which

content performs best.

- Use Go-To-Market services benefits.
  Take full advantage of our Go-To-Market services. Learn more about benefits available through the Microsoft Partner Network (MPN).

Build an effective marketing campaign

A marketing campaign is a series of promotional activities or marketing tactics aimed at driving your audience to a desired action or outcome. Before you design your campaign, considering the following best practices:

Know your audience

First, determine the actual buyer versus the purchase influencer. They may be different people within an organization, and your tactics and calls-to-action for each group may differ. Ask these evaluation questions to help you better understand your audience:

- How much control does the buyer have over the purchasing decision?
- How much influence does the influencer have?
- What does the influencer influence?
- Do they influence budget or which solution is picked?

Knowing the answers to these questions helps you make decisions about where to invest your sales and marketing resources.

Define where your audience learns

These days typical customers are most of the way through their journey by the time they visit a marketplace. Buyers get this far in the decision-making process by learning about solutions and assessing options in advance. You want to design a campaign that aims to be where your buyers and influencers learn about solutions well before they consider purchasing one.

Every audience for each industry, vertical, or category is different. Does your audience learn online, through email, at trade shows, through social media, or through conversations with trusted advisors? Depending on where and how your audience learns, you should design activities and distribute your marketing dollars accordingly. The combination of these tactics becomes your campaign strategy.

Create clear campaign goals

You should define success for your campaign on the marketplace and create clear key performance indicators (KPIs). You may run multiple campaigns with different end goals, of course. The ultimate end-goal is typically increased revenue or customer acquisition; however, your marketing campaigns might be tied to goals at other stages of the buying cycle. Here are a few examples:

- You have newly launched your product in the marketplace. In this case, you might find that your marketing resources are best spent on audience education and lead generation. Success might be defined by the number of leads generated from your marketplace listing. In this case, your marketing tactics (and landing page) would focus on drawing customers to your marketplace listing.
- You have a trial set up in the marketplace and your product requires some level of engagement and experience before purchase. Consider a campaign goal of the number of trials downloaded. In this case, the call-to-action for your campaign tactics would focus sharply on encouraging a trial in the marketplace.
- Your product or category is well known, and you have purchase capabilities set up in the marketplace. Consider skipping the trial call-to-action and direct your audience to your "Get It Now" link in the marketplace.
- Your offer is established and mature. Consider focusing your campaign efforts on upselling your customer base and driving action toward increased purchase in the marketplace. Your messaging would focus on encouraging customers to purchase through the marketplace. Your KPI could be the revenue generated through the marketplace.

Whatever the maturity of your offer and the goals of your organization, the following are keys to maximizing the effectiveness of your campaign:

- Remain focused on its goal(s)
- Map out a set of integrated marketing tactics aligned to this goal

As part of being a new publisher on marketplace, Microsoft offers you some free marketplace go-to-market benefits. You should think critically about how to use these benefits in your campaign strategy. Let our marketing team know your marketplace campaign goals and your desired audience action. Microsoft may customize these deliverables to work into your plan.

Be sure to engage in the Smart Partner Marketing program, a benefit of joining the Microsoft Partner Network, for additional content on campaign building and marketing practices

Invest in merchandising

As part of the publishing process, you should consider what type of offer to create and choose a category for your offer in AppSource or Azure Marketplace. Make sure you select a category that is accurate for your solution so that it is displayed accurately to potential customers.

Marketplace featured offers are chosen based on which offers provide the best customer experience and take advantage of high-quality partner marketing engagement. The following criteria increases the chance of your solution be part of marketplace featured offers:

- Clarity of the listing
- Quality of the solution
- Reliability of the technology
- Growth of platform usage by your customers
- Your level of engagement with creating high-quality marketing material

To maximize the chances that your offer is featured, you should invest in the success of your marketplace offering. Consider the following approaches to ensure a great customer experience for your offer:

- Ensure that your marketing artifacts are uploaded and displaying correctly.
- Drive high-quality traffic to your offer in marketplace by creating high-quality demand generation campaigns.
- Grow the consumption of your AppSource or Azure Marketplace offers by driving demand, providing high-quality customer service, and providing timely updates on your offer.

For more information about how featured offers fit in the context of your go-to-market benefits, visit the GTM Benefits on the marketplace page.

Merchandising Badge

When your offer is listed on AppSource or Azure Marketplace, you have earned the benefit of displaying the *Available on AppSource* or *Available on Azure Marketplace* badge on your website.

The AppSource badge is available in three sizes. You can download the badge along with guidance on how to use it at Promote the availability of your app on Microsoft AppSource.

The Azure Marketplace badge is provided as part of your free go-to-market benefits.

Linking to your app listing page on marketplace from your website

When you link from the AppSource or Azure Marketplace badge on your site to your listing on marketplace, include the following query parameters at the end of the URL to support strong analytics and reporting:

- src
  Include the source from where the traffic is routed to AppSource, e.g. website, LinkedIn, Facebook, etc.

- mktcmpid

  Your marketing campaign ID, which can include up to 16 characters using any combination of letter, number, underscore, and hyphen, e.g. blogpost_12 The following example shows a URL that includes the two query parameters. Adding the parameters to your AppSource URL enables you to review the effectiveness of your campaign in the analytics dashboard in the Cloud Partner Portal:

  https://appsource.microsoft.com/product/dynamics-365/mscrm.04931187-431c-415d-8777-f7f482ba8095?src=website&mktcmpid=blogpost_12

Analytics and Reporting

In the Insights section of the Cloud Partner Portal, you see a high-level performance overview for your offer. The best practice for the information in these reports is to reconcile it with your internal data. Use it to help prioritize your marketing campaign actions.

The Analytics section of Cloud Partner Portal (currently in preview and available only for AppSource offers) provides a rich Power BI dashboard. You can use the dashboard to see traffic on the detail page of your offer. New features for this dashboard are rolled out in an ongoing way.

Also, in the Cloud Partner Portal is documentation on Microsoft campaigns. You may use the Microsoft campaigns documentation to set up and track your campaign.

The following reports are included in the high-level performance overview section:

- Summary snapshot of orders
- Usage
- Deployments
- Customer trends on the Insights home page
- Detailed orders, usage, and customer data
- Orders and usage shown as a monthly summary or as a six-month trend view
- Usage and orders sliced by several criteria

Detailed reports display customer information, such as company name and geographic location at the postal code level. Consider using this information to compare your customers or compensate your sellers. Microsoft provides the following specific attributes about your customers:

- Reseller
- First Name
- Last Name
- Email
- Company Name
- Transaction Date
- Subscription Name
- Azure Subscription ID (pay-as-you-go customers only)
- Cloud Instance Name
- Order Count
- Customer Country Region
- Customer City
- Customer Communication Culture
- Customer Zip Code

Enable Lead Sharing

Nurturing leads from marketplace is a key enabler for successful engagement with marketplace users. Start by

ensuring that lead management is enabled for your listing and configured correctly in your company CRM system of choice, so that you receive the signals and contact information for the users interacting with your listing in a queue to be processed for qualification. Use the following practices for your leads:

- Enrich marketplace leads with additional data from your marketing and sales databases. A marketplace customer may already be in one of your lead nurture systems due to a prior marketing campaign or as an existent customer.
- Score leads and use different nurture paths for different actions on marketplace. A customer testing your application is in a different stage than someone initiating a purchase, for example.
- Process leads data frequently. Recency of engagement with customers is a key driver for success.
- Nurturing your leads via email or inside/pre-sales to ensure proper qualification before entering a sales pipeline.
- Align your efforts with your overall marketing campaign strategy. For more information about how to access the Co-Sell program, visit the Promote Your Business with Microsoft page.

GTM Benefits on the Marketplace

New listings in the storefronts on the marketplace are eligible to receive free Marketplace GTM benefits. After listing, marketing specialists at Microsoft contact you or your marketing contact to kick-start the activities. There is nothing for you to do except to engage with Microsoft when you are contacted.

The activities that Microsoft provides differ depending on your solution status on the marketplace. Benefits significantly increase for listings.

STOREFRONT	ADDITIONAL BENEFITS AVAILABLE
AppSource	Microsoft Gold partners
	Trial apps
Azure Marketplace	Transact offers
	Trial offers

To maximize the impact of these activities, Microsoft encourages you to have your launch plan ready to implement. You might want to use your landing page for many of your launch tactics.

Your go-to-market support includes templates, web content, training, and tools to promote your business.

- For more information about go-to-market support, visit Microsoft Go-To-Market Services.

Promote Your Business with Microsoft

Microsoft has the goal to support publishers like you and simplify selling your app or offer in the storefronts on the marketplace. By listing on the marketplace, you access additional, free marketing and sales programs and resources.

If you have not already signed up to the Microsoft Partner Network (MPN), then this sign before continuing.

- For more information about MPN, visit the Microsoft Partner Network page located at partner.microsoft.com.

MPN provides guidance on the following topics.

- New business opportunities
- Connecting with teams or partners
- Solutions and training to help grow your skillset

To promote your offer or app, use the following table to access more benefits and resources:

BENEFITS	RESOURCES
Use your Core Benefits	As part of the Microsoft Partner Network, you receive a set of core benefits that may help you save time and money. The benefits may also help you strengthen your capabilities, better serve customers, and build connections to reach your full business potential. For more information about core benefits, visit Core Benefits and Requirements.
Earn your Cloud Platform Competency	Earning a competency helps you differentiate yourself among other Microsoft partners. Earning a competency also helps you demonstrate technical expertise and customer success in the market. Competency is a prerequisite for many key partner programs like Co-Sell. For more information about Cloud Platform competency, visit Cloud Platform Competency.
Become IP Co-Sell Ready	You may be eligible for the IP Co-Sell Ready program, which allows you to collaborate directly with Microsoft sellers and other partners on target customer opportunities and account planning. Your solution becomes visible to Microsoft sellers in the seller solution catalog. Microsoft sellers are rewarded for collaborating and winning with you. For more information about Co-Sell readiness, including eligibility requirements, visit Promote Your Business.

Azure Partner Customer Usage Attribution

As a software partner for Azure your solutions either require Azure components or is deployed directly on Azure infrastructure. Today, when an partner solution is deployed by the customer and uses Azure resources provisioned by the customer, it is difficult for the partner to gain visibility to the status of those deployments and difficult to get optics into impact to Azure growth for alignment with the Microsoft sales teams and credit for Microsoft partner programs.

Microsoft is creating a new method to help partners better track Azure usage that is a result of a customer deploying your software on Azure. This new method is based on using Azure Resource Manager to orchestrate deployment of Azure services.

As a Microsoft partner, you can associate Azure usage with any Azure resources you provision on a customer's behalf. This can be done via the Azure Marketplace, the QuickStart repo, private github repos and even 1 on 1 customer engagements. To enable this, there are two approaches available:

1. Azure Resource Manager Templates: Azure Resource Manager templates or solution templates to deploy the Azure services to run the partner's software. Partners can create Azure Resource Manager template that defines the infrastructure and configuration of your Azure solution. Creating an Azure Resource Manager template allows you and your customers repeatedly deploy your solution throughout its lifecycle and have confidence your resources are deployed in a consistent state.

2. Azure Resource Manager APIs: partners can call the Azure Resource Manager APIs directly to either deploy an Azure Resource Manager template or to generate the API calls to directly provision Azure services.

Method 1: Azure Resource Manager Templates

Today many partner solutions are deployed on a customer's subscription using Azure Resource Manager templates. If you already have a Azure Resource Manager template available in the Azure Marketplace, on GitHub or as a QuickStart, the process of modifying your template to enable this new tracking method should be straight forward. If you are not using an Azure Resource Manager template today here are a few links to help you better understand Azure Resource Manager templates and how to create one:

- Create and deploy your first Azure Resource Manager template
- Guide to create a solution template for Azure Marketplace

Instructions: add a GUID to your existing Azure Resource Manager template

Adding the GUID is a single modification of the main template file:

1. Create a GUID, let's say that the generated value is eb7927c8-dd66-43e1-b0cf-c346a422063
2. Open the Azure Resource Manager template
3. Add a new resource in the main template file. The resource only needs to be in the mainTemplate.json or azuredeploy.json, not in any nested or linked templates.
4. Enter the GUID after the "pid-" as shown above.

   It should look something like this example: `pid-eb7927c8-dd66-43e1-b0cf-c346a422063`

5. Check template for any errors
6. Republish the template in the appropriate repositories

Sample Template Code

```
{ // add this resource to the mainTemplate.json (do not add the entire file)
    "apiVersion": "2018-02-01",
    "name": "pid-XXXXXXXX-XXXX-XXXX-XXXX-XXXXXXXXXXXX", // use your GUID here
    "type": "Microsoft.Resources/deployments",
    "properties": {
      "mode": "Incremental",
      "template": {
        "$schema": "https://schema.management.azure.com/schemas/2015-01-01/deploymentTemplate.json#",
        "contentVersion": "1.0.0.0",
        "resources": []
      }
    }
} // remove all comments from the file when done
```

Method 2: Azure Resource Manager APIs

In some cases, partners prefer to make calls directly against the Azure Resource Manager REST APIs to deploy Azure services. Azure supports multiple SDKs to enable this. You can use one of the SDKs, or call the REST APIs directly to deploy resources.

If you are using an Azure Resource Manager template, you should tag your solution using the instructions above. If you are not using an Azure Resource Manager template and making direct API calls you can still tag your deployment to associate usage of Azure resources.

How to tag a deployment using the Azure Resource Manager APIs: For this approach, when designing your API calls you will include a GUID in the user agent header in the request. The GUID should be added for each

Offer or SKU. The string will need to be formatted with the prefix pid- and then include the partner generated GUID.

The format of the string is important. If the prefix "pid-" is not included we will not be able to query the data. Different SDKs do this differently. To implement this method you will need to review the support and approach for your preferred Azure SDK.

Example using the Python SDK: For Python, you need to use the "config" attribute. You can only add to a UserAgent (we still want some kind of control). This would be:

```
client = azure.mgmt.servicebus.ServiceBusManagementClient(**parameters)
        client.config.add_user_agent("pid-eb7927c8-dd66-43e1-b0cf-c346a422063")
```

> This has to be done for each client, there is no global static configuration (You may choose to do a client factory to be sure every client is doing it. Additional reference information

How to tag a deployment using the Azure PowerShell or the Azure CLI: If you deploy resources via AzurePowerShell you can append your GUID by using the following method:

```
[Microsoft.Azure.Common.Authentication.AzureSession]::ClientFactory.AddUserAgent("pid-eb7927c8-dd66-43e1-b0cf-c346a422063")
```

To append your GUID when using the Azure CLI, set the AZURE_HTTP_USER_AGENT environment variable. You can set this within the scope of a script or to set globally, for shell scope use:

```
export AZURE_HTTP_USER_AGENT='pid-eb7927c8-dd66-43e1-b0cf-c346a422063'
```

Registering GUIDs/Offers

In order for the GUID to be included in our tracking it must be registered.

All registrations for template GUIDs will be done via the Azure Marketplace Cloud Partner Portal (CPP).

Apply to Azure Marketplace today and get access to the Cloud Partner portal.

- Partners will be required to have a profile in CPP and encouraged to list the offer in Azure Marketplace or AppSource
- Partners will be able to register multiple GUIDs
- Partners will also be able to register a GUID for the non-Marketplace solution templates/offers

Once you have added the GUID to your template or in the user agent and registered the GUID in the CPP all deployments will be tracked.

Verification of GUID Deployment

After you have modified your template and performed a test deployment, you can use the following PowerShell script to retrieve the resrouces that were deployed and tagged.

You can use it to verify if the GUID has been added to your Azure Resource Manager template successfully. It does not apply to Azure Resource Manager API deployment.

Log in to Azure and select the subscription that contains the deployment you want to verify before running the script. It must be run within the subscription context of the deployment.

The GUID and resourceGroup name of the deployment are required params.

You can find the original script here.

```
Param(
    [GUID][Parameter(Mandatory=$true)]$guid,
    [string][Parameter(Mandatory=$true)]$resourceGroupName'
)

#get the correlationId of the pid deployment

$correlationId = (Get-AzureRmResourceGroupDeployment -ResourceGroupName
$resourceGroupName -Name "pid-$guid").correlationId

#find all deployments with that correlationId

$deployments = Get-AzureRmResourceGroupDeployment -ResourceGroupName $resourceGroupName | Where-
Object{$_.correlationId -eq $correlationId}

#find all deploymentOperations in a deployment by name (since PowerShell does not surface outputResources on
the deployment or correlationId on the deploymentOperation)

foreach ($deployment in $deployments){

#get deploymentOperations by deploymentName and then the resourceId for any create operation

($deployment | Get-AzureRmResourceGroupDeploymentOperation | Where-Object{$_.properties.provisioningOperation -
eq "Create" -and $_.properties.targetResource.resourceType -ne
"Microsoft.Resources/deployments"}).properties.targetResource.id

}
```

Guidance on creating GUIDS

A GUID (globally unique identifier) is a 32 hexadecimal digit unique reference number. To create a GUID a partner should use a GUID generator to create their GUIDs for tracking. There are multiple online GUID generators you can use.

Partners are encouraged to create a unique GUID for every Offer and distribution channel. For example, a partner who has two solutions and both are deployed via a template and are available in both the Azure Marketplace and on GitHub. The partner should create 4 GUIDS:

- Offer A in Azure Marketplace
- Offer A on GitHub
- Offer B in Azure Marketplace
- Offer B on GitHub

Reporting will be done by partner (Microsoft Partner ID) and GUID.

You can also choose to track GUIDs at a more granular level i.e. SKU (where SKUs are variants of an offer).

Guidance on privacy and data collection

Partners should provide messaging to inform their customers that deployments that include the Azure Resource Manager GUID tracking will allow Microsoft to report the Azure usage associated with those deployments to the partner. Some example language is below. In addition, partners should ensure this aligns with their own data privacy and collection policies including options for customers to be excluded from track:

For Azure Resource Manager template deployments

When deploying this template Microsoft will be able identify the installation of our [insert partner software name] software with the Azure resources deployed. Microsoft will be able to correlate the Azure resources used to support the software. Microsoft collects this information to provide the best experiences with their products and to operate their business. This data will be collected and governed by Microsoft's privacy policies, which can be found at https://www.microsoft.com/en-us/trustcenter.

For SDK or API deployments

When deploying our software Microsoft will be able identify the installation of our [insert partner software name] software with the Azure resources deployed. Microsoft will be able to correlate the Azure resources used to support the software. Microsoft collects this information to provide the best experiences with their products and to operate their business. This data will be collected and governed by Microsoft's privacy policies, which can be found at https://www.microsoft.com/en-us/trustcenter.

Support

For assistance, please follow the below steps:

1. Visit the support page located at go.microsoft.com/fwlink/?linkid=844975
2. For issues with usage association - select Problem type: **Marketplace Onboarding** and Category: **Other** and then click **Start Request.** >[!Note] >For issues on accessing Azure Marketplace Cloud Partner Portal - select Problem type: **Marketplace Onboarding** and Category: **Access Problem** and then click **Start Request.**
3. Complete the required fields on the next page and click **Continue.**
4. Complete the free text fields on the next page.

> **IMPORTANT**
>
> Fill in Incident title with **"ISV Usage Tracking"** and describe your issue in detail in the large free text field after. Complete the rest of the form and click **Submit**.

FAQs

What is the benefit of adding the GUID to the template?

Microsoft will provide partners with a view of customer deployments of their templates and insights on their influenced usage. Both Microsoft and the partner can also use this information to drive closer engagement between partners and the Microsoft sales teams and a more consistent view of an individual partner's impact on Azure growth.

Who can add a GUID to a template?

The tracking resource is intended to connect the partner's solution to the customers Azure usage. The usage data is tied to a partner's Microsoft Partner Network identity (MPN ID) and reporting will be available to partners in the Cloud Partner Portal (CPP).

Once a GUID has been added can it be changed?

Yes, a customer or implementation partner may customize the template and could change or remove the GUID. We suggest that partners proactively describe the role of the resource and GUID to their customers and partners to prevent removal or edits to the tracking GUID. Note that changing the GUID will only affect new, not existing, deployments and resources.

When will reporting be available?

A beta version of reporting should be available soon. Reporting will be integrated into the Cloud Partner Portal (CPP).

Can I track templates deployed from a non-Microsoft repository like GitHub?

Yes, as long as the GUID is present when the template is deployed, usage will be tracked.
Partners is required to have a profile in Cloud Partner Portal to register the related templates published outside of the Azure Marketplace.

Is there a difference if the template is deployed from Azure Marketplace versus other repositories like GitHub?

Yes, partner who publish offers in the Azure Marketplace may receive more detailed data on deployments from the Azure Marketplace. Partners will benefit from exposing their offer to customers on the Azure Marketplace portal and in the Azure management portal. Offers in the Azure marketplace also generate leads for the partner.

What if I create a custom template for an individual customer engagement?

You are still welcome to add the GUID to the template. If you use an existing GUID that was registered it will be included in reporting. If you create a new GUID you will need to register the new GUID to get it included in tracking.

Does the customer receive reporting as well?

Customers are currently able to track their usage of individual resources or customer defined resource groups within the Azure management portal.

Is this similar to the Digital Partner of Record (DPOR)?

This new method of connecting the deployment and usage to a partner's solution is intended to provide a mechanism to link a partner solution to Azure usage. DPOR is intended to associate a consulting (Systems Integrator) or management (Managed Service Provider) partner with a customer's Azure subscription.

Next steps

Visit Go to Market Services to learn more about Marketplace services.

Preferred Solutions in Azure Marketplace and AppSource

7/23/2018 • 2 minutes to read • Edit Online

A Microsoft preferred solution is a cloud application selected for its quality, performance, and ability to address customer needs in a certain industry vertical or solution area. A team of Microsoft industry and sales experts selects solutions from Microsoft Partner Network Gold membership partners. These solutions are featured in our cloud marketplace storefronts: Azure Marketplace and AppSource. Preferred solutions on AppSource can be discovered by industry verticals, while on Azure Marketplace you can click within solution area categories

Microsoft will contact solution providers if one or more of their solutions has been selected as a preferred solution.

Support for Azure Marketplace

7/10/2018 • 2 minutes to read • Edit Online

The support options for Azure Marketplace.

Onboarding

Open a ticket for "Marketplace Onboarding" with Microsoft support to solve all issues with getting started.

Publishing

SUPPORT CHANNEL	DESCRIPTION	AVAILABILITY
Email: azurecertified@microsoft.com	Support Azure Marketplace publishing apps for you.	Business hours are in the Pacific time zone.
Email: amp-testdrive@microsoft.com	Onboarding access to test drives.	Business hours are in the Pacific time zone.

Cloud Partner Portal

SUPPORT CHANNEL	DESCRIPTION	AVAILABILITY
Support • For assistance, visit the Create an incident page located at go.microsoft.com/fwlink/?linkid=844975	Support for Cloud Partner Portal.	Support is provided at all times during the day and night.

Technical

SUPPORT CHANNEL	DESCRIPTION
Slack: join.marketplace.azure.com	Slack environment to support Partners with technical issues. There about 350+ Partners currently working in this environment.
MSDN forums: Marketplace located at social.msdn.microsoft.com/Forums/azure/home?forum=DataMarket	Microsoft Developer Network forum.

SUPPORT CHANNEL	DESCRIPTION
Stack Overflow: Azure located at stackoverflow.com/questions/tagged/azure	Stack Overflow environment to get solutions and ask questions about everything related to Azure Marketplace. • Stack Overflow: Azure Marketplace located at stackoverflow.com/questions/tagged/azure-marketplace • Stack Overflow: Azure Resource Manager located at stackoverflow.com/questions/tagged/azure-resource-manager • Stack Overflow: Virtual Machines on Azure located at stackoverflow.com/questions/tagged/azure-virtual-machine • Stack Overflow: Containers on Azure located at stackoverflow.com/search?q=azure+container

Marketing resources

SUPPORT CHANNEL	DESCRIPTION	AVAILABILITY
Email: cosell@microsoft.com	Support for onboarding processes and questions related to the Co-Sell program.	Based in the Pacific time zone.
Email: gtm@microsoft.com	Support for GTM benefits and program questions.	Business hours are in the Pacific time zone.
Email: cebrand@microsoft.com	Answers to questions about usage for Azure logos and branding.	

Support for AppSource

The support options for AppSource.

Technical

SUPPORT CHANNEL	DESCRIPTION
Email: appsourcecrm@Microsoft.com	Support publishing Dynamics Apps for you

Next steps

Visit the Azure Marketplace and AppSource Publisher Guide page.

Publishing Checklist for AppSource

6/6/2018 • 2 minutes to read • Edit Online

Review required components prior to starting the publishing process.

The following artifacts are required to publish your app on AppSource.

Checklist

LISTING TYPE	OFFER TYPE	PUBLISHING ARTIFACT
List	Consulting service	**STOREFRONT DETAILS** Offer name (200 characters) Description (2,000 characters) MPN ID Country/region availability Applicable industries, categories, and search keywords Screenshots (1280x720; maximum 5) Marketing documents (maximum 3) Lead destination Company logos (48x48, 216x216) Competencies Product overview video (optional)

Next steps

- Visit the Azure Marketplace and AppSource Publisher Guide page.

Publishing Checklist for Azure Marketplace

6/6/2018 • 2 minutes to read • Edit Online

Review required components prior to starting the publishing process.

The following artifacts are required to complete the Create Offer publishing workflow on Cloud Partner Portal.

Checklist

LISTING TYPE	OFFER TYPE	PUBLISHING ARTIFACT
All	All	**STOREFRONT DETAILS** Offer name (200 characters) Description (2,000 characters) MPN ID Country/region availability Applicable industries, categories, and search keywords Screenshots (1280x720; maximum 5) Marketing documents (maximum 3) Lead destination Product overview video (optional) **CONTACTS** Contact information (support, engineering, commercial) **TECHNICAL INFORMATION** Terms of use and privacy policy URL **TEST DRIVE** Azure resource group name
All	Virtual Machine	**TECHNICAL INFORMATION** Support URL

LISTING TYPE	OFFER TYPE	PUBLISHING ARTIFACT
List	Consulting service	**STOREFRONT DETAILS** Duration of engagement Company logos (48x48, 216x216)
Trial	All	**TECHNICAL INFORMATION** Trial URL Supported languages App version number App release date Support URL
Trial	Test drive	**TEST DRIVE** Description Duration User manual Test drive video (maximum 1) Test drive country/region availability Azure subscription ID Azure AD tenant ID Azure AD app ID Azure AD app key

LISTING TYPE	OFFER TYPE	PUBLISHING ARTIFACT
Transact	Virtual Machine	**STOREFRONTS** Title (50 characters) Summary (200 characters) Long summary (256 characters) HTML-based description (3,000 characters) Company logos (40x40, 90x90, 115x115, 255x115, 815x290) **SKU** Operating system details Ports in use Protocols in use Disk version for each VHD in use SAS URL for each VHD in use
Transact	Azure apps: Solution template	**STOREFRONTS** Title (50 characters) Summary (200 characters) Long summary (256 characters) HTML-based description (3,000 characters) Company logos (40x40, 90x90, 115x115, 255x115, 815x290) **SKU** Version number Package file that contains • all template files • createUIDefinition file

LISTING TYPE	OFFER TYPE	PUBLISHING ARTIFACT
Transact	Azure apps: Managed app	**STOREFRONTS** Title (50 characters) Summary (200 characters) Long summary (256 characters) HTML-based description (3,000 characters) Company logos (40x40, 90x90, 115x115, 255x115, 815x290) **SKU** Version number Package file that contains • all template files • createUIDefinition file

LISTING TYPE	OFFER TYPE	PUBLISHING ARTIFACT
Transact	Container	**STOREFRONTS** Title (50 characters) Summary (200 characters) Long summary (256 characters) HTML-based description (3,000 characters) Company logos (40x40, 90x90, 115x115, 255x115, 815x290) **SKU** Azure Container Registry (ACR) Image repository details: Subscription ID ACR Image repository details: Resource group name ACR Image repository details: Registry name ACR Image repository details: Repository name ACR Image repository details: User name ACR Image repository details: Password ACR Image repository details: Image Tags (optional)
Transact	SaaS app	**STOREFRONTS** Title (50 characters) Summary (200 characters) Long summary (256 characters) HTML-based description (3,000 characters) Company logos (40x40, 90x90, 115x115, 255x115, 815x290)

Next steps

- Visit the Azure Marketplace and AppSource Publisher Guide page.