

Accelerate your business with the Microsoft Business Applications ISV Connect Program

Outpace the market with Microsoft

Customers look to independent software vendors (ISVs) for help unlocking the value of their data. Given that Microsoft business applications is growing more than double the rate of the market¹, it is clear building applications is a good business—but building applications on Microsoft is better.

Join the Microsoft Business Applications ISV Connect Program and outpace your competitors by delivering intelligent solutions on the platform your customers trust. The ISV Connect Program provides you with exclusive benefits to innovate quickly, differentiate your applications, and expand your customer base with access to Microsoft channels and co-marketing benefits.

53%

of the \$213B market for business applications in 2025 will be from ISVs²

"We needed to deliver the solution tomorrow. That is where Dynamics 365 and Power Apps came together to help us effectively create solutions for customers within a few hours."

Syed Fahad, Co-founder and Corporate Vice President, MazikGlobal

Increase your time to value building on a one-of-a-kind platform

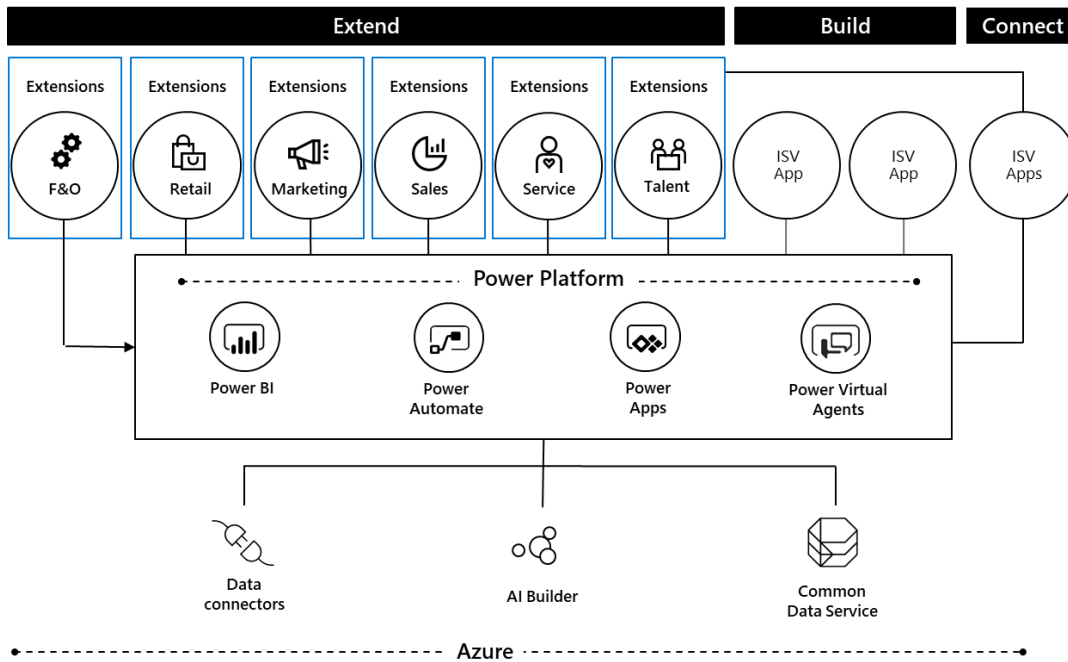
Using Microsoft Dynamics 365, the Power Platform, and the Common Data Service (CDS)—all on Azure—you can create secure line-of-business (LoB) applications that you simply could not build elsewhere. Get to market up to 75% faster² with the modular framework, low-code tooling, and interoperable data platform that work together to give you more flexibility.

Unlike other business application platforms, Microsoft eliminates the traditional silos of ERP and CRM and empowers you to build without limitation. Dynamics 365 offers a collection of modern, interoperable, and individually adoptable SaaS applications built on the Power Platform, hosted on Azure, and connected across the entire Microsoft Cloud. Pick and choose the method and components that best fit your project requirements. With Microsoft, you can: extend Dynamics 365 SaaS modules with your IP to create custom, industry-specific applications; build unique, stand-alone applications directly from the low-code Power Platform; or connect your application to integrate into Dynamics 365 or Power Apps using connectors.

¹ FY20 Q2 Microsoft earnings report, April 2020; Cloud Services Forecast1Q20, Gartner, May 2020

² Based on Microsoft commissioned research, June 2020

³ Total Economic Impact™ Partner Opportunity Analysis, Forrester, June 2020



Differentiate with intelligent services from the Microsoft Cloud

The Microsoft Cloud provides endless opportunities to unlock innovation through the connectivity of its applications and services, including Dynamics 365, Microsoft 365, and Azure. Differentiate your applications by building custom solutions with the latest technology, such as mixed reality, AI, and IoT, and connecting them with products and experiences your customers already know.

92%

Building on the Microsoft platform results in up to 92% more frequent innovation for ISVs³

Expand your customer base through Microsoft channels, GTM, and co-sell

The Microsoft Business Applications ISV Connect Program aligns your company's success with Microsoft's success through a revenue sharing model. When you join, you get exclusive technical and go-to-market (GTM) benefits designed to help you accelerate innovation and grow your business.

As you increase your success with Microsoft, we increase our investment in you. The program offers two tiers of participation at the application level, Standard tier and Premium tier. All certified applications enter the program at the Standard tier for 10% revenue share and receive most of the program technical benefits as well marketing support. Eligible applications that reach a combined revenue over \$1.25M and have paid more than \$250,000 in revenue sharing fees during the prior 12 months, may be invited to join the Premium tier thru a nomination process that requires

"We saw Premium tier as a huge opportunity for us to partner with Microsoft to go to market globally and sharing 20% recurring revenue made absolutely brilliant sense to us."

Edward Grant, CFO, Solgari

³ ibid, p.1

certain pre-requisites for consideration. Premium tier* applications receive all Standard Tier benefits plus additional marketing and co-selling benefits for a 20% revenue share.

The revenue sharing model ensures mutual success and longevity of the program through continual reinvestment in the platform and GTM support.

	Standard tier 10% rev share	Premium tier * 20% rev share
Event marketing		✓
Campaign based lead generation		✓
Geo expansion and channel development		✓
Sales based lead generation		✓
Microsoft AppSource lead generation	✓	✓
Application certification	✓	✓
Technical enablement, training, and tools	✓	✓
Tenant access	✓	✓

*App must have \$250K rev share revenue in previous year

Get certified and join the program

As an ISV, if you wish to build, publish, and/or transact with Microsoft using Dynamics 365, the Power Platform, or Microsoft AppSource, you must be a member of the Business Applications ISV Connect Program. All applications listed on AppSource must be submitted for certification. This process helps ensure only applications that meet a certain quality bar are shown, so customers can feel confident that every ISV application on AppSource is an application they can trust.

Once enrolled in the program, your primary contact will receive an e-mail notification from the Microsoft Partner Go-to-Market team. This team will help your organization access the marketing benefits available to your business, based on program tiers and revenue levels attained. Benefits are determined by the revenue share you paid during the prior 12 months.

For information about applications covered by the program, please refer to the definitions section of the Business Application Addendum (<https://aka.ms/BizAppsISVAddendum>).

Example scenario for determining benefit tier and revenue sharing fee

Contoso Software has two applications:

- Contoso Attendance earned \$100,000 through the program in the prior 12 months
- Contoso Materials earned \$1,800,000 during the same time frame through the program.

The Contoso Attendance app would be classified as Standard tier, while the Contoso Materials app would be classified as Premium tier. The total revenue sharing fees paid by the ISV would be: 10% of \$100k + 20% of \$1,800k = \$370k.

Discover the ISV Connect Program benefits

Starting day one of your membership you receive access to the technical, training, and tooling benefits as well as basic marketing support provided by the program. As your revenue grows, you unlock new benefits.

	Standard tier 10% of revenues		
Technical & platform benefits⁴	<\$50K⁵	\$50K+⁵	\$100K+⁵
Common, pre-packaged elements of Dynamics 365 workloads and PowerApps business logic, entities, and workflows ⁶	X	X	X
PowerApps UI framework and controls ⁶	X	X	X
ISV Studio app and customer insights	X	X	X
New Pro Developer tooling to enable quick application development	X	X	X
Technical support for app onboarding to AppSource, including security and performance certification	X	X	X
Authorized access and deployment to customer tenants on the Microsoft Business Applications platform	X	X	X
Custom connector to integrate AppSource sales referrals with popular CRM platforms	X	X	X
Access to exclusive technical events including monthly office hours, platform pre-briefs and ISV Engineering Summit	X	X	X
Product licenses for development/test environments and Test Drive (for AppSource) [planned future benefit - details will follow]	X	X	X
Go-to-market benefits⁷	<\$50K⁵	\$50K+⁵	\$100K+⁵
Microsoft AppSource Listing	X	X	X
Microsoft AppSource Leads	X	X	X
Marketplace Marketing Toolkit: Use best practices and templates to customize your engagements ⁸	X	X	X
Marketplace Listing Optimization: Access guides to improve your solution listing on Microsoft AppSource	X	X	X
Marketplace Blog Post with Social Amplification: App featured on AppSource blog, and promoted in newsletters and on social media	X	X	X
Marketplace Personalized Listing Optimization: Get support to improve your solution trial listing on Microsoft AppSource	X	X	X
Digital Marketing Content: On-demand self-serve marketing resources delivered to you in weekly campaigns	X	X	X
Geo Expansion Readiness Assessment: Assess and initiate growth into new markets and drive scale of strategic solutions	X	X	X
Geo Expansion Webinar Series: Gain insight for growing your business and expanding into new markets	X	X	X
Partner-to-Partner GTM Assets: Create a joint bill of materials with another partner using a template library	X	X	X
Partner Marketing Center: Find informative market research and marketing materials	X	X	X
Co-branded Marketing Assets: A customer-facing presentation, one-pager, and case study, including editorial review of assets ⁸		X	X
Co-branded Social Marketing Assets: Professionally designed social media content for publishing to partner-owned channels		X	X
Partner-to-Partner 90-minute Consultation: 90-minute consultation to drive improvements in your channel program ⁸			X
Co-branded Customer Webinar: Live webinar, registration page, reminder and thank you emails, technical support and moderation ⁸			X

	Premium tier 20% of revenues		
Additional go-to-market benefits⁷ (includes all Technical⁴ and GTM benefits provided in Standard tier)	\$250K+⁹	\$500K+⁵	\$1M+⁵
Proactive Co-selling support from the Microsoft sales field	X	X	X
Joint account planning with select Microsoft sales field	X	X	X
Agency created Co-sell Ready bill of materials including field-ready marketing assets	X	X	X
Prioritized app listing in the Microsoft seller-facing catalog	X	X	X
Partner Success Story: Share the success of your Microsoft-enabled solution published to the Partner Evidence portal		X	X
Press Release with Microsoft Executive Quote: Editorial review for a partner-drafted press release		X	X
Marketing Best Practices Workshop: Virtual sales and marketing workshop to help you turn awareness of your solution into purchase ⁸		X	X
Virtual Event as a Service: Host virtual events using cloud-based technologies with event management best practices		X	X
Global Expansion GTM Strategy and Plan Development: Virtual global expansion consultation to help you scale your business ⁸		X	X
Lead Prospecting Campaign: End-to-end lead generation campaign featuring a single solution aimed at highly relevant target accounts		X	X
Co-branded Customer Webinar: Live webinar, registration page, emails, technical support, and moderation with demand generation			X
Webinar Media Package: Account-based media strategy to drive sign up within most relevant target audience with demand generation			X

⁴ Individual technical benefits apply only to apps with an architecture supported by the applicable benefit. Not all technical benefits will apply to each app.

⁵ ISV revenue sharing fees (due to Microsoft during prior 12 months) required for indicated benefits.

⁶ Go-to-market benefits do not apply to Unpaid Apps.

⁷ These features are only available within customer environments and cannot be used as IUR or for internal production environments.

⁸ Benefit provided per ISV, not per app.

⁹ All Premium tier apps are eligible for the benefits in this column.

Benefits and their availability are subject to the terms of the Business Applications Addendum and subject to change without notice

Next steps

- Learn how to build, publish, and market business applications solutions <https://partner.microsoft.com/solutions/business-applications/isv-overview>
- Access technical tutorials on Microsoft Learn <https://microsoft.com/learn>
- Get started building with accelerators <https://aka.ms/AcceleratorProgramOverview> and <https://aka.ms/CDMengage>
- Join the Cloud Embed Program for OEM license benefits <http://azureopportunity.azurewebsites.net/ISVCloudEmbedTerms.html>
- Read the program policies <https://aka.ms/BizAppsSVPolicies>