



## Resource guide for ISVs and app builders

Microsoft offers resources to help you develop, market, and sell your apps. Start with app-building support, architecture guides, and consultation services. Then, learn how to publish your app in Microsoft marketplace. You'll receive go-to-market services to optimize and promote your listing, increasing your visibility to customers, other partners, and Microsoft sales teams.

### News about the ISV competency

The ISV competency is being reevaluated and is not currently available. If you have the ISV competency, you can continue to access and utilize your benefits until your anniversary date. Visit the [partner website](#), select Dashboard, and sign in to view your benefits.

Microsoft offers a wide variety of resources to help you develop, market, and sell your apps. Read below to see the steps you can take now, then visit the [ISV resource hub](#) to learn more.

### Develop, publish, and market your app



#### App development tools, services, and support

- [Product and solution area playbooks, documentation, guides, and architecture docs](#)
- [Developer community and programs, code samples, and APIs](#)
- [Dev Chat consultations with Microsoft support engineers](#)
- [Marketplace consultation to prepare your app for publishing and monetization](#)
- [Other technical services engagement and consultation](#)



#### Product licenses

- [Microsoft Azure](#): New partners can get started by signing up for 12 months of free services.
- [Microsoft Visual Studio](#): Developers can sign up for free Visual Studio tools and services.
- [Microsoft Action Pack](#): This subscription includes Microsoft product licenses and advisory hours, which you can apply to technical consultation services to help accelerate the development and deployment of your app.

## Connect with a cloud program specialist

If you have listed an app in Microsoft marketplace (AppSource or Azure Marketplace), you can [submit a request](#) to work with a cloud program specialist. This specialist will support you through your journey to develop, market, and sell your app.

Note: You must have an [MPN ID](#) to engage with a specialist.

## Microsoft marketplace

Your published app in Microsoft marketplace is your launchpad for joint go-to-market with Microsoft. Learn more on the ISV resource hub.



### Marketplace resource highlights:

- Request a [marketplace consultation](#) to prepare your apps for publishing and monetization
- Use the [marketplace publishing guide](#) to list and optimize your solutions
- Accelerate the exposure of your app or solution with [go-to-market resources](#) for Microsoft marketplace
- Explore opportunities to [sell with Microsoft](#) and other partners in the Microsoft Partner Network

## Performance recognition

Understand how Microsoft recognizes the revenue and consumption driven by app developers who build on the Microsoft platform. By receiving recognition for business growth, we can identify and provide more opportunities for you.

- Receive recognition for Azure-consumed revenue with an [Enterprise Agreement](#) (for partners identified by Microsoft as using their EA to deliver solutions).
- Track the usage of customer deployments of your software on Azure through [customer usage attribution](#), which makes you more visible to Microsoft sales teams, creating better alignment on joint efforts.
- Receive recognition for Dynamics 365 revenue by participating in the [ISV Cloud Embed program](#).

Visit the ISV resource hub >