Partner Guidance-at-a-Glance

Microsoft Business Applications
A plethora of resources for Business Applications partners

- As a partner-centric company, we provide a broad set of resources to help partners build their practices and IP around Microsoft Business Applications. This at-a-glance guide will help you quickly navigate to the resources you need.

- If you are new to Microsoft, it's first important to know the key locations where we serve up different types of partner resources.

<table>
<thead>
<tr>
<th>Key Resource Locations</th>
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<tbody>
<tr>
<td>Microsoft Partner Network</td>
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<td>Make an MPN account</td>
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### Learn the Opportunity

1. Start by going to the [Business Applications Page on MPN](#).
2. Learn about the growth opportunity of a Business Applications practice.
3. Explore the FY21 Business Applications Sales Plays to start your practice in:
   - [Activate Digital Selling](#)
   - [Enable Always-On Service](#)
   - [Build a Resilient Supply Chain](#)
   - [Manage Financial Risk and Reduce Fraud](#)
   - [Build Agile Business Processes](#)
   - [Generate Value with Proactive Insights](#)
4. In the above collections, explore FAQs, Sales Play Cards, Event Guides, Opportunity Decks, and Offers to begin visualizing your practice.
5. Learn about [Microsoft partner incentives and investments](#) for your practice.
6. [Create a Partner Center ID and Sign-in](#) to Partner Center to view your dashboard for detailed information about your practice. Learn more details about [navigating Partner Center](#).

### Build your practice

1. Download the [Business Applications Playbook](#) for detailed steps on growing your practice.
2. Learn more about how to develop your partner expertise with the [Partner Contribution Indicators](#).
3. Get started on the initial trainings for the following sales plays:
   - [Activate Digital Selling - for Sales, Marketing, and Commerce](#)
   - [Enable Always-On Service – for Customer and Field Service](#)
   - [Build a Resilient Supply Chain – for Manufacturing, Supply Chain, and Commerce](#)
   - [Manage Financial Risk and Reduce Fraud – for Finance and Business Central](#)
   - [Build Agile Business Processes – for Power Platform](#)
   - [Generate Value with Proactive Insights – for Power BI and Customer Insights](#)
4. Find the complete list of trainings and certifications on [Microsoft Learn](#).
5. Find out about updates to Dynamics 365 or connect with other partners on the [Microsoft Partner Community](#).

### Go-to-Market

1. Take advantage of the robust GTM kits available for the following sales plays:
   - Activate Digital Selling - for [Sales, Marketing, and Commerce](#)
   - Enable Always-On Service – for [Customer and Field Service](#)
   - Build a Resilient Supply Chain – for [Operations and Commerce](#)
   - Manage Financial Risk and Reduce Fraud – for [Finance and Business Central](#)
   - Build Agile Business Processes – for [Power Platform](#)
   - Generate Value with Proactive Insights – for [Power Platform](#)
2. Publish your solutions on [Microsoft AppSource](#).
3. Learn more about how you can be a part of the partner-to-partner (P2P) program.
4. Learn more about how to [co-sell](#) with Microsoft, and other [go-to-market services](#).
ISV Partners Guidance-at-a-Glance

**Learn the Opportunity**

1. Start by going to the [Business Applications ISV Connect page on MPN](#).
2. Learn how partners are capitalizing on the ISV connect opportunity by watching this [video](#).
3. Download the [Forrester Total Economic Impact report](#) for growth opportunity with Microsoft Business Applications ISV practice.
4. [Create a Partner Center ID and Sign-in](#) to Partner Center to view your dashboard for detailed information about how to build your practice. Learn more details about [navigating Partner Center](#).

**Develop and Publish**

1. Start by going to the [ISV Develop page](#) to learn about the resources you need to develop your application and publishing through Partner Center.
2. Discover whether the [Build, Extend, or Connect](#) pattern is the best fit for you. Then, dive into your build and publish it to AppSource through Partner Center.
3. [Join](#) the ISV Connect Program and [submit your app](#).
4. Questions about developing? Check out the [FAQ’s](#) or [request a consultation](#).

**Go-To-Market**

1. Start by going to the [GTM page](#) for ISV’s and learn how to drive demand for your application.
2. Explore [GTM resources](#). Read the [AppSource listing guide](#), & discover [how to co-sell](#) with Microsoft.
3. Use additional resources to align your business needs with Microsoft.
   a. Read the [benefits](#) of ISV Connect tiers.
   b. Get guidance from [dedicated cloud experts](#).
   c. Watch a partner [success story](#).