



# Microsoft Go-To-Market Benefits for Marketplace Partners

Publish your solution or service on Azure Marketplace  
or AppSource to get started or email  
[GTM@Microsoft.com](mailto:GTM@Microsoft.com) with questions

# Microsoft Go-To-Market Overview

Microsoft assembled a team of marketing experts with one goal: **to accelerate your success in the Microsoft marketplace.**



## Marketplace Listing Optimization

Get personalized support for improving your solution listing in Microsoft Azure Marketplace and AppSource and grow your business in partnership with Microsoft.



## Marketplace Listing Awareness

Microsoft Go-To-Market Services and most of the activities in this presentation are specially designed to help you increase awareness for your solution listed in the Microsoft marketplace.

# Microsoft Marketplace GTM Benefits Overview



Your GTM benefits depend on your marketplace offer status within [Microsoft Azure Marketplace](#) or [AppSource](#). The more you offer in the marketplace, the greater your benefits.

GTM Activity	ALL LISTINGS	PoC or IMPLEMENTATION <sup>^</sup>	TRIAL	TRANSACT <sup>^^</sup>
White-glove AAD Integration and Onboarding	✓		✓	✓
OCP Catalog Listing	✓	✓	✓	✓
Marketplace Listing Optimization	✓	✓	✓	✓
Marketplace Blog with Newsletter and Social Amplification	✓	✓	✓	✓
Marketplace Performance Insights	✓	✓	✓	✓
Social Promotion Spotlight		✓	✓	✓
Press Release Support		✓	✓	✓
Mini Case Study		✓	✓	✓
Azure Sponsored Accounts *		✓		
Marketplace Featured Apps and Category Promotion **		✓	✓	✓
Learning Media Webcast **		✓	✓	✓
Industry Blog Post **		✓	✓	✓
Test Drive Sponsorship **				✓
Microsoft Executive PR Endorsement **				✓

\* Requires MPN Silver or Gold Competency

\*\* Requires MPN Gold Competency and/or Co-Sell Ready OCP Catalog Listing

<sup>^</sup> PoC or Implementation only applicable to consulting offers

<sup>^^</sup> Transact only applicable to Azure Marketplace

# All Listings

You qualify for a set of GTM benefits just by listing your solution or service in Azure Marketplace or AppSource. To help you publish your offer in [Microsoft Azure Marketplace](#) or [AppSource](#), you will receive white-glove Azure Active Directory integration and **onboarding support**. Once you've listed your offer in the marketplace, you are rewarded with the opportunity to participate in Microsoft Go-To-Market Services. Get **professional, customized marketing guidance to optimize your marketplace listing**, support with creating a **listing in the Microsoft internal catalog** accessed by the global sales field, and a **feature in a marketplace blog post**, which will be promoted in newsletters and social media.

*White-glove AAD Integration and Onboarding:* Support with Azure Active Directory integration needed to get your solution optimized for publishing in Azure Marketplace or AppSource

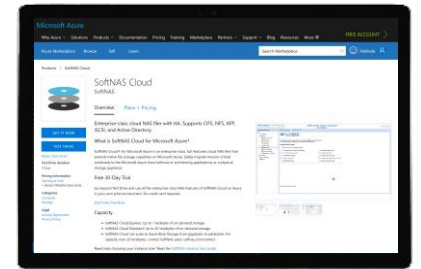
*OCP Catalog Listing:* Listing showcasing your solution to Microsoft sellers and marketers

*Marketplace Listing Optimization:* Personalized support for improving your solution listing

*Marketplace Blog with Newsletter and Social Amplification:* Feature in a marketplace blog post, which is promoted in newsletters and social media

*Marketplace Performance Insights:* Dashboard showcasing customer activity for your marketplace listing

Optimized  
Azure  
Marketplace  
Listing



Optimized  
AppSource  
Listing



*"Implementing the solutions offered by Microsoft and the Go-To-Market Services team led to a 174 percent rise in visitors to our website and more than four times our typical number of new leads." – Arijit Sengupta, BeyondCore Founder and CEO*

# Proof of Concept or Implementation

Once you've listed a consulting offer that includes a proof of concept (PoC) or implementation workshop in [Microsoft Azure Marketplace](#) or [AppSource](#), you'll get the GTM benefits for all listings, plus a whole lot more. Increase visibility for your service by joining forces with one of the most valuable technology brands in the world through **social media, PR, a short case study published on Microsoft.com, and premium placement in the marketplace**. If you have a Microsoft Partner Network Gold competency, you're eligible for even more benefits that will help you **activate the largest sales team and partner ecosystem in the industry**.

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*Marketplace Performance Insights:* Dashboard showcasing customer activity for your marketplace listing

*Social Promotion Spotlight:* Post on a Microsoft Twitter outlet highlighting your solution

*Press Release Support:* Approval of partner-drafted press release and Microsoft representative quote

*Mini Case Study:* Single-slide about your solution and how it benefits from development on the Microsoft platform

*Azure Sponsored Accounts\*:* Free credits for your customers to offset the cost of Azure usage for the engagement

*Marketplace Featured Apps and Category Promotion\*\*:* Promotion in featured spots in Azure Marketplace or AppSource

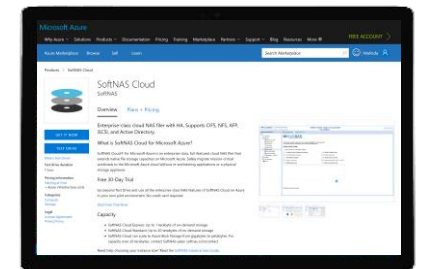
*Learning Media Webcast\*\*:* Reach Microsoft sellers via a live recorded webcast featuring your speakers

*Industry Blog Post\*\*:* Guest post on Microsoft product and industry blog properties

\* Requires MPN Silver or Gold Competency

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Optimized  
Azure  
Marketplace  
Listing



Optimized  
AppSource  
Listing



# Trial

Once you've created a Trial offer in [Microsoft Azure Marketplace](#) or [AppSource](#), you'll get all the GTM benefits of a all listings, plus a whole lot more. Increase visibility for your solution by joining forces with one of the most valuable technology brands in the world through **social media**, **PR**, **a short case study published on Microsoft.com**, and **premium placement in the marketplace**. If you have a Microsoft Partner Network Gold competency, you're eligible for even more benefits that will help you **activate the largest sales team and partner ecosystem in the industry**.

*White-glove AAD Integration and Onboarding:* Support with Azure Active Directory integration

*OCP Catalog Listing:* Listing showcasing your solution to Microsoft sellers and marketers

*Marketplace Listing Optimization:* Personalized support for improving your solution listing

*Marketplace Blog with Newsletter and Social Amplification:* Feature in a marketplace blog post with additional promotion

*Marketplace Performance Insights:* Dashboard showcasing customer activity for your marketplace listing

*Social Promotion Spotlight:* Post on a Microsoft Twitter outlet highlighting your solution

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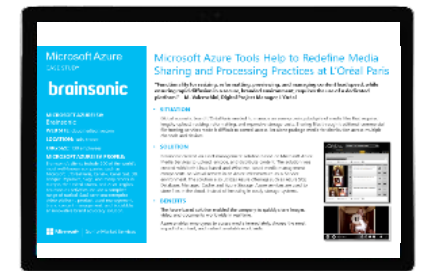
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\* Requires MPN Gold Competency and Co-Sell Ready Listing in OCP Catalog

Mini Case Study



Social Promotion



# Transact

By creating a Transact offer in [Microsoft Azure Marketplace](#), you'll get the highest level of GTM benefits awarded to Microsoft marketplace partners. Increase visibility for your solution by joining forces with one of the most valuable technology brands in the world through **social media, PR, a short case study published on Microsoft.com, and premium placement in the marketplace**. If you have a Microsoft Partner Network Gold competency, you're eligible for even more benefits that will help you **activate the largest sales team and partner ecosystem in the industry**.

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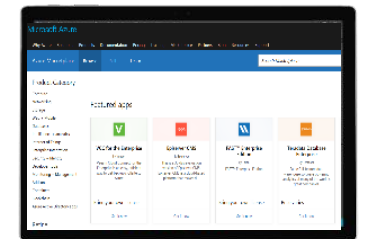
*Industry Blog Post\*:* Guest post on Microsoft product and industry blog properties

*Test Drive Sponsorship\*:* Featured promotion, higher search positioning, and improved sales conversion rates

*Microsoft Executive PR Endorsement\*:* Executive endorsement for your new marketplace listing

\* Requires MPN Gold Competency and Co-Sell Ready Listing in OCP Catalog

Azure Marketplace Promotion



Learning Media Webcast



# Getting Started



Publish your solution in [Azure Marketplace](#) or [AppSource](#)



Join [Microsoft Partner Network](#)



Visit [www.MicrosoftGoToMarket.com](http://www.MicrosoftGoToMarket.com) or [Marketplace FAQs](#)



Reference [Azure Marketplace and AppSource Best Practice Guide](#)



Email [GTM@Microsoft.com](mailto:GTM@Microsoft.com)





# Which Storefront Is Right For You?



Choose the ideal storefront based on your audience.

If your solution targets both businesses and IT Pros, you only need to publish once and it will surface in both storefronts.

## [Azure Marketplace](#)

## [AppSource](#)

IT Pros and Cloud Developers



Business Users

Building Block Apps Certified To Run On Azure, Consulting Offers



Business Apps That Leverage and Extend D365, Power BI, O365, Consulting Offers

Publish As List, Trial, or Transact



Publish As Contact Me or Trial

Enables On-Premises Publishing Via Azure Stack



Showcases Integration With In-Product Placement Opportunities