# Resource guide for ISVs and app builders

Microsoft offers resources to help independent software vendor (ISV) partners like you develop, market, and sell your app. We provide ISVs in the Microsoft Partner Network with:

- A connection to customers, other partners, and Microsoft sales teams through the commercial marketplace.
- Go-to-market services that help you optimize your listing and showcase your offer.
- Resources and guidance that speed up application development and delivery.

## Update on ISV tools and resources and the ISV competency

We're invested in the success of our ISV partners as you continue to drive innovation and digital transformation for your customers. Our investments are growing across expert guidance, helpful tools, Microsoft marketplace, and opportunities to co-sell with us. We strive to provide the right help and resources designed to help ISV partners like you build, market, and sell your innovative solutions.

The ISV competency is being reevaluated and is not currently available. With that in mind, we're continually working to enhance our ISV tools and resources to help you speed up application delivery, reach more customers, and increase your revenue.

Keep reading to see the resources you can access now.

## Develop, publish, and market your app

**App development tools, services, and support:**

- **ISV Resource Hub**: Find product and solution area playbooks, documentation, developer guides, and architecture docs.
- **Solution Workspace**: Take your solution from idea to market with curated resources and guidance.
- **Developer resources**: Access community and programs, code samples, and APIs.

- **Microsoft Marketplaces Consultation**: Prepare your app for publishing and realizing revenue.
- **Business Applications**: Build and extend apps with Dynamics 365, Power Platform, and Common Data Model.
- **Technical journeys**: Find engagement and consultation for other technical services.

**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 365**: Developers can get code samples, SDKs, training, and more.
- **Microsoft Dynamics 365**: Get trial resources to explore how Dynamics 365 can help transform your business.
- **Action Pack**: You can apply Microsoft product licenses and advisory hours included in this subscription to technical consultation services to help accelerate the development and deployment of your app.

## Microsoft marketplace

Your published app in Microsoft marketplace is your launchpad to jointly go to market with Microsoft. See which Microsoft marketplace is best for your app on the **ISV Resource Hub**.

Getting started is as simple as publishing your app in Microsoft marketplace. Choose from List, Trial, or Transact offers to start. As your marketplace listing gains traction, you'll get more go-to-market services from Microsoft, including help with marketing, sales, and technical support.

If you want to ultimately co-sell with Microsoft, publishing your app is the first step toward being co-sell ready. The co-sell program includes Azure-based solutions, Business Applications-based solutions, and Microsoft 365-based solutions.

Technical and performance requirements vary by platform. For Business Applications solutions, you must be enrolled in **Business Applications ISV Connect**.

## Marketplace resource highlights:
- **Request a marketplace consultation** to prepare your apps for publishing and realizing revenue.
- Use the **marketplace publishing guide** to list and optimize your solutions.
- Boost 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.