

Microsoft ISV Partnerships and Microsoft Commercial Marketplace

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ISV Partner Logos

blueyonder

TEMENOS
The Business of Enterprise

CITRIX®

NetApp®

workday.

mongoDB

CIRCADENCE

amdocs

ONESTREAM

flintfox
Revenue Management. Delivered.

9 Solutions



mäzïkglobal

servicenow®

ptc

ADP

Check Point®
SOFTWARE TECHNOLOGIES LTD



Schlumberger

SAP®

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ABB

parexel™

Allscripts™

TELADOC.

Barracuda

HASHICORP

PowerSchool

Informatica®



Duck Creek Technologies

Enabling **Partners** to



Build solutions on
Microsoft Cloud



Launch products on
Microsoft
Marketplace



Grow customer **base**
and market scale



Reach markets
through **Microsoft**
field

What do ISVs get

Direct Sales cooperation

- ✓ Direct Microsoft seller connection
- ✓ Reseller channel / Partner to Partner
- ✓ Web/Marketplace and In-product

Go To Market cooperation

- ✓ Leads Generation: campaigns & events
- ✓ GTM Benefits (PR, case study...)
- ✓ GTM Funding *

Strategic investments cooperation

- ✓ Marketplace Support and ISV Incentives
- ✓ MCPP and ISV Success Program
- ✓ ECIF and PoC Funding *

Technology cooperation

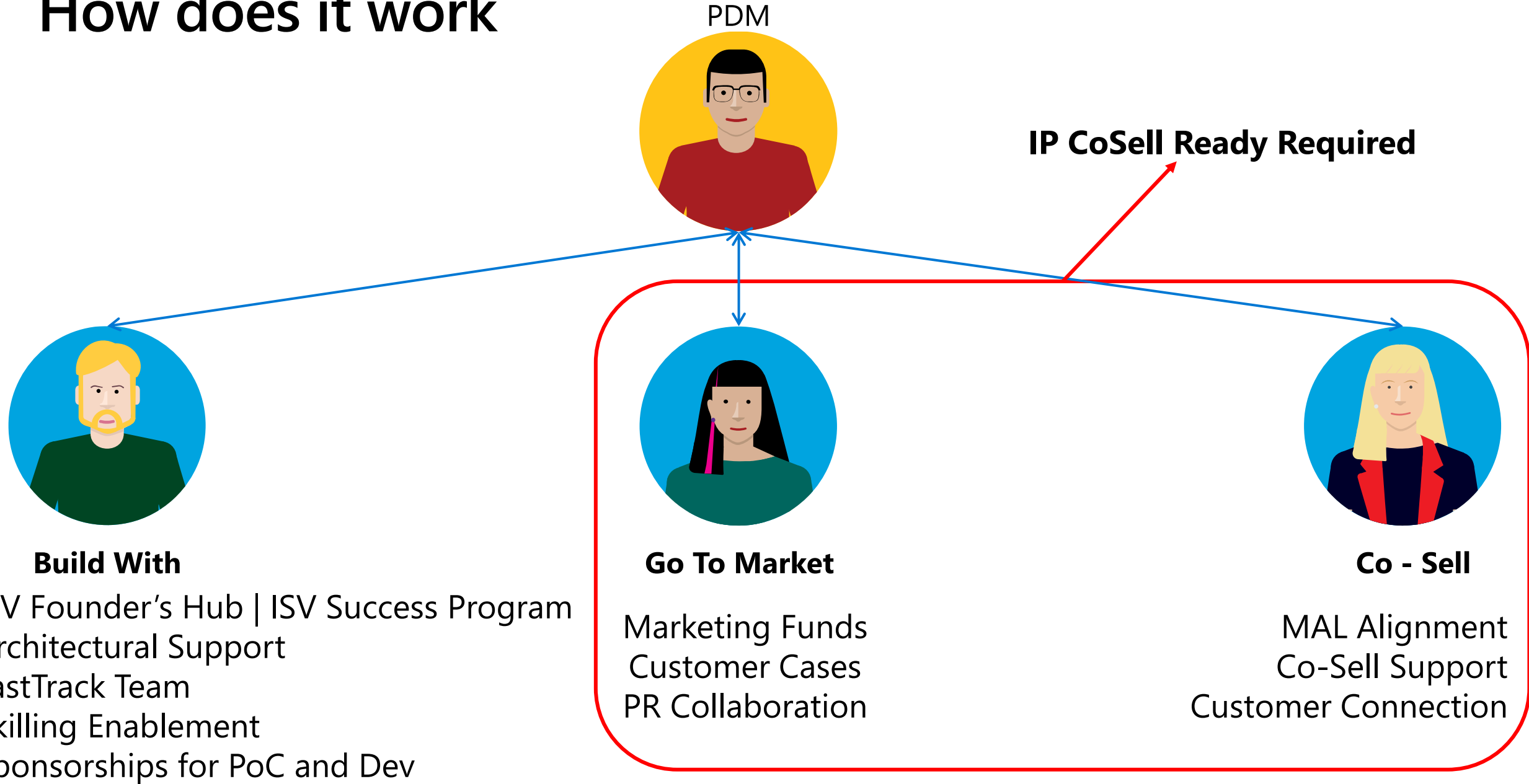
- ✓ Technical working sessions
- ✓ Architecture optimization
- ✓ Migration and dev support

Knowledge transfer and tech skills

- ✓ Learning, Workshops
- ✓ Inspire Partner / Build Conference
- ✓ Trainings and Certifications



How does it work





What is an IP Cosell Ready Solution?

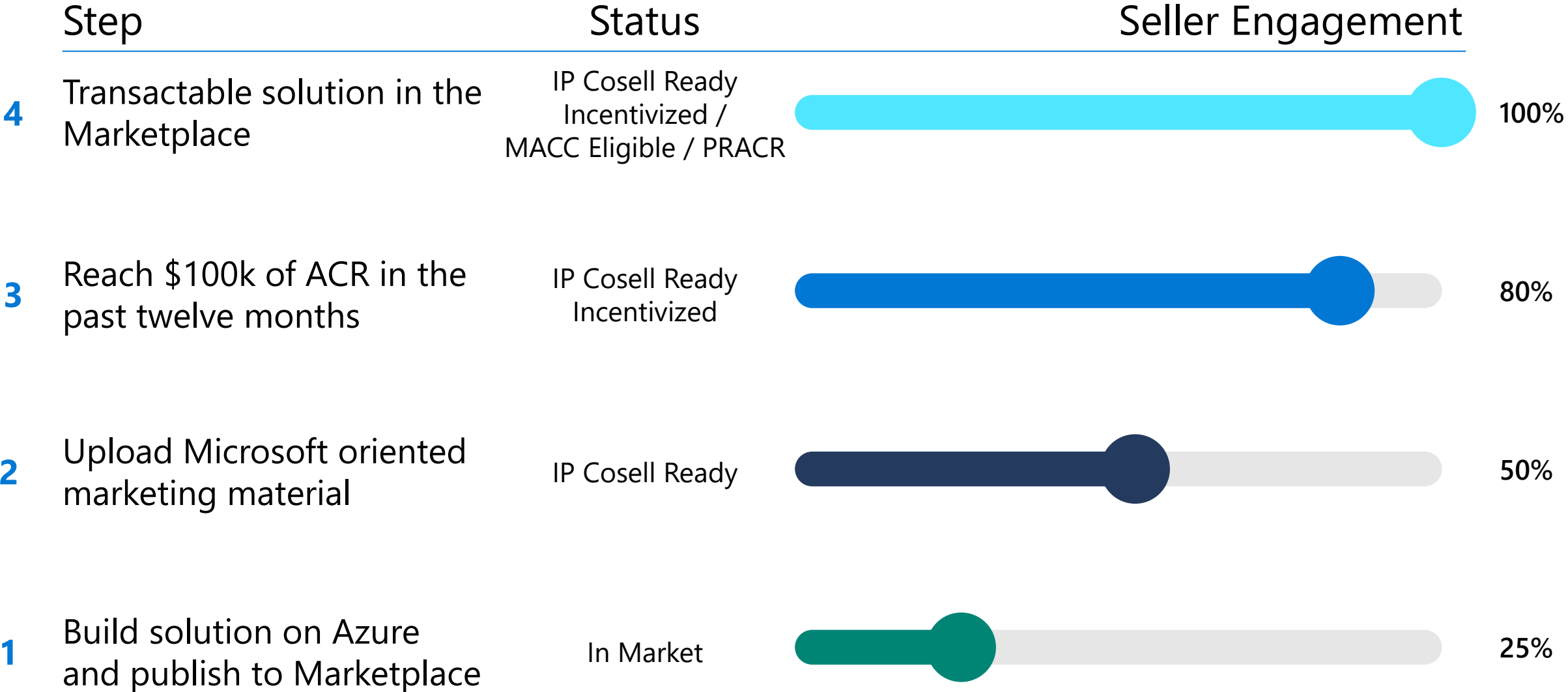
It's an **IP Solution** (usually SaaS)

- By a Microsoft ISV Partner
- That runs on **Azure**
- That passed an **architectural assessment**
- That is published on the **Microsoft Marketplace**

What is Co-selling with Microsoft?

Any collaborative engagement between Microsoft and a partner, including building demand, sales **planning, sharing** sales leads, accelerating partner-to-partner empowered **selling**, and delivering marketplace-led commerce for **customer transformation**.

Steps to Coselling with Microsoft





The Microsoft Marketplace is the first step to Cosell

"43% of 1,000 B2B buyers would prefer a purely digital experience for all sales"

(Source: [Harvard Business Review Feb 2022](#))

1

Customer **Buying Patterns and needs** are changing.

Gartner

80%

Of sales transactions will take place through digital channels by 2025.

Source: [Gartner - 2020](#)

2

The Partner **Ecosystem is changing** to meet the needs of Customers.

FORRESTER

1/3

of B2B transactions (by 2030) will flow through Marketplace, 1/3 via direct, 1/3 via resell (down from 64% today)

Source: [Jay McBain | LinkedIn](#)

3

Emergence of SaaS in the Enterprise requires **new governance**

ZYLO

\$65m

Average Organisation Spends on SaaS Annually. 70% from LoB budgets

Source: [Zylo](#)

What is the Microsoft Commercial Marketplace Momentum?



4 Million+

Unique monthly
active users

30,000+

Apps and services
published

77%

YoY growth
in SaaS
Published

288%

YoY growth
in SaaS
Sales

55%

Increase in
ISV deal size
via Marketplace

- Marketplace Revenue is
 - **growing faster** than Azure Revenue
 - **2nd highest growth** globally (Q4 FY22)
- Strategic Customers planning to **double Spend** and proactively engaging Microsoft to help **modernise procurement**
- Microsoft's **programs, incentives, and resources** are focused on Marketplace

What is the Microsoft Commercial Marketplace Vision?

Microsoft Commercial Marketplace



A worldwide, procurement and billing channel

Microsoft Commercial Marketplace is our Customer's prime destination to **FIND, TRY, and BUY** 3rd Party Solutions:

- ✓ from any **Partner Type**
ISVs (OSS to Industry), Services Partners, IoT Devices Partners
- ✓ for any **Transactable Partner Offer**
COTS to Enterprise Deals
- ✓ through any **Channel**
Web Storefront, In Product, via Microsoft Sellers, via Partners
- ✓ via any **Purchase method**
PAYG, Invoice, MACC decrement, CSP
- ✓ for any **Microsoft Cloud product**
Azure, Biz Apps, Teams, Office 365

Publishing is the path to co-sell: 170K deals shared and over \$22B in revenue

1

Direct to customer

4M monthly active shoppers

2

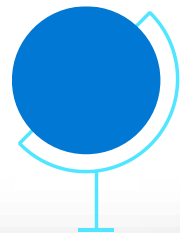
Partner to partner

90k+ CSPs

3

With Microsoft

15k field sellers



141 geographies



17 currencies



52 tax managed
countries

When you publish a transactable offer in the commercial marketplace

You can



Engage customers, **reseller and channel partners**, Microsoft sellers to drive your offer



Put your offer on the Microsoft price list to gain global distribution



Leverage Microsoft's existing procurement relationships and consumption commitments

Your customers can



Discover thousands of top solutions compatible with Microsoft products



Try and buy with confidence: Each solution passes security and compatibility testing



Get special pricing through transactable private offers



Speed up purchasing and deployment by adding software to existing Azure bill

Microsoft sellers can



Accelerate consumption by adding incentivized third-party software to an existing Azure bill



Ease procurement and shorten sales cycles for partner solutions using existing Microsoft procurement relationships

Everyone benefits even more with IP Co-sell



Unlock fee reductions, bringing the fee 3% for SaaS



Save time with simplified Azure IP Co-sell deal reg for marketplace wins



Count third-party software toward a customer's consumption commitment via marketplace



Count on full Azure IP Co-sell support for marketplace wins



Drive EA/MCA deals with MACC credit, custom prices, terms, and software images



Enabling **Partners** to



Build solutions on
Microsoft Cloud



Launch products on
Microsoft
Marketplace



Grow customer **base**
and market scale



Reach markets
through **Microsoft**
field



Thank you