



Partner Center Co-Selling Experience

Agenda

1. What is co-selling and why co-selling with Microsoft?
2. Co-selling in Partner Center: step by step guide and demo
3. How to get support?

Why co-selling with Microsoft?

Co-sell is any collaborative **engagement between Microsoft and the partner ecosystem**, including **building demand**, sales planning, **sharing sales leads**, accelerating **partner-to-partner** empowered selling, and delivering **marketplace-led commerce** for customer digital transformation.

Through the co-sell motion, you can enrich customer offerings with your innovative solutions, create sales strategies, and build an account plan.

By co-selling we prove the value of our partner investments and programs we do together.

By the numbers

\$15.6B+

Partner annual contract value

51%

Compound annual growth rate in IP co-sell wins

3.5x

Faster deal velocity via Partner Center

4M+

Monthly active users in our direct web stores



Be discovered

Showcase your company's solutions directly to customers and be discoverable to sellers through the commercial marketplace.



Deliver expertise

Enrich customer offerings with your innovative solutions, create sales strategies and account plans through better-together selling.

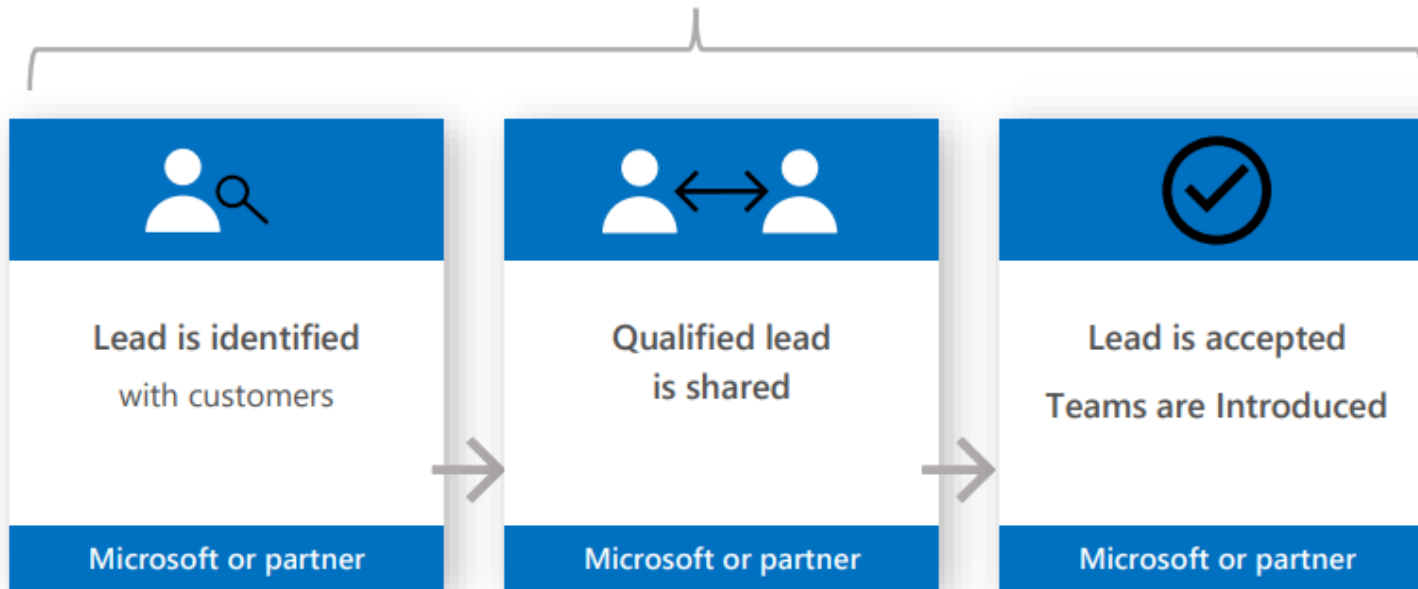


Expand your customer footprint

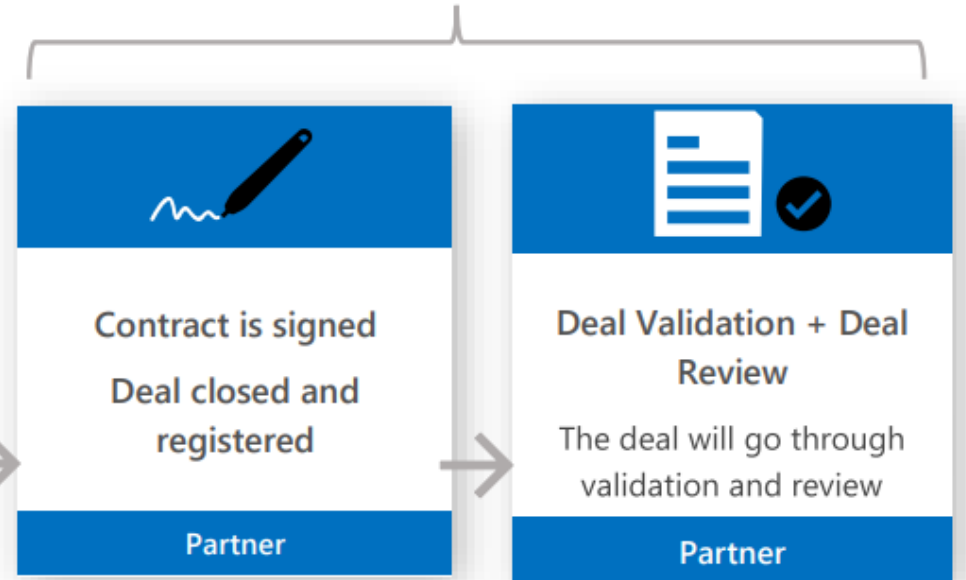
Increase customer confidence, develop new customer relationships, and strengthen existing ones with Microsoft.

How co-selling works

Sharing Leads and Opportunities



Submitting Deal Registrations



How to start co-selling in Partner Center?

For a solution to achieve Co-sell ready status, you must meet the following requirements:

- Have a PartnerID (former MNP ID) and an active [commercial marketplace account in Partner Center](#).
- Make sure you have a complete [business profile](#) in Partner Center. As a qualified Microsoft partner, your business profile helps to showcase your business to customers who are looking for your unique solutions and expertise to address their business needs, resulting in [referrals](#).
- Publish your offer to commercial marketplace.
- Provide a sales contact for each Co-sell eligible geography and required listing and document information on the Co-sell solutions page.

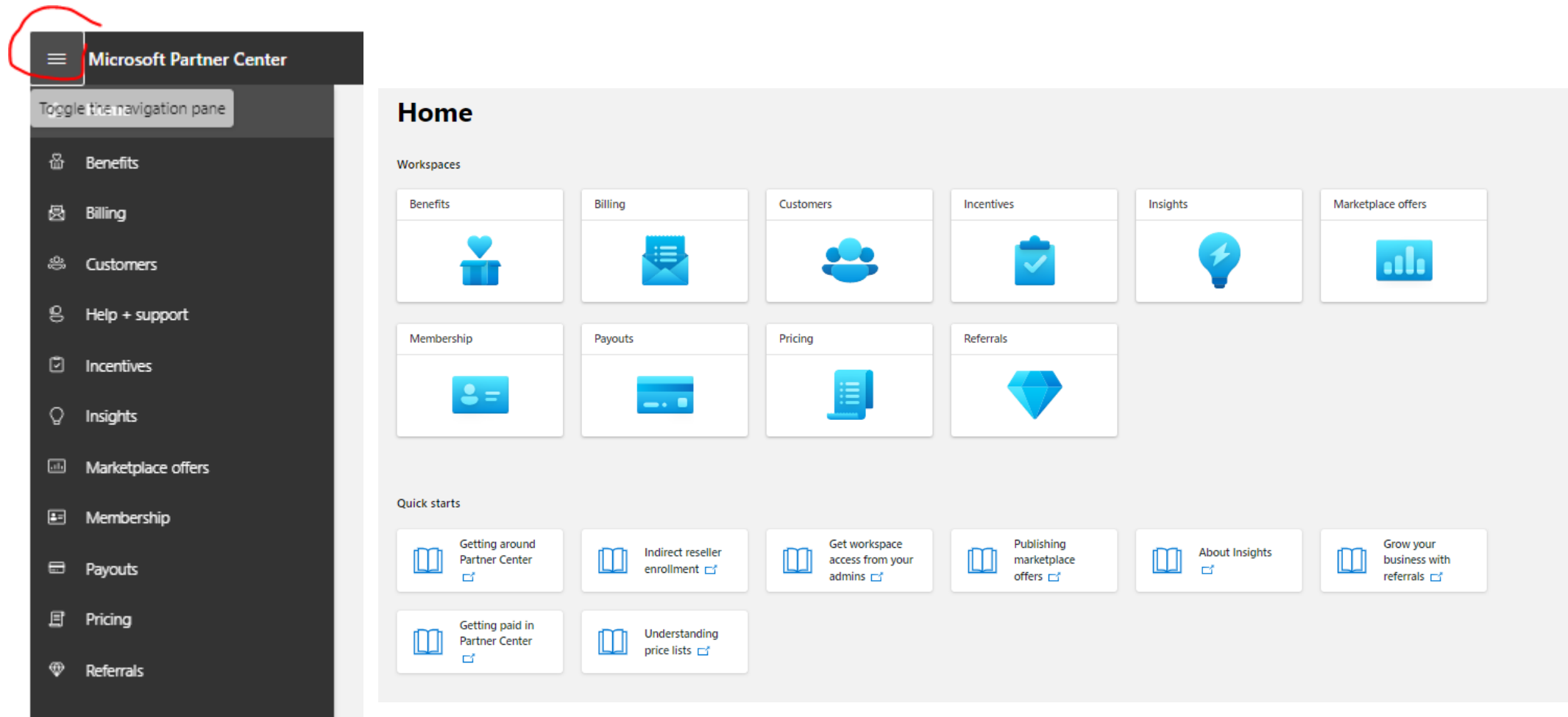
Link to documentation on how to [Configure Co-sell solution](#) and [Co-sell requirements](#)

Co-Selling in Partner Center

Partner Center new interface with Workspaces

A Workspace is a place within Partner Center where **users go to complete their tasks**

It **organizes related content** and workflows that belong to **nine functional areas** of the portal



Documentation also organized around workspaces

Partner Center documentation

Partner Center makes it easier for Microsoft partners to manage their relationship with Microsoft and their customers.



GET STARTED
[Partner Center](#)



GET STARTED
[Microsoft Partner Network](#)



GET STARTED
[Cloud Solution Provider](#)



GET STARTED
[Commercial Marketplace](#)

Enroll

- [Microsoft Partner Network](#)
- [Cloud Solution Provider \(CSP\) requirements](#)
- [Indirect or direct CSP](#)

[See more >](#)

Membership

- [Overview](#)
- [Create MPN account](#)
- [Buy Action Pack offers](#)

[See more >](#)

Benefits

- [Overview](#)
- [Benefits FAQ](#)
- [Find benefits](#)

[See more >](#)

Referrals

- [Overview](#)
- [Get leads](#)
- [Manage leads](#)

[See more >](#)

Customers

- [Overview](#)
- [Find a partner or solution provider](#)
- [See your customer list](#)

[See more >](#)

Billing

- [Overview](#)
- [Understand your bill](#)
- [Use recon files](#)

[See more >](#)

Pricing

- [Overview](#)
- [Partner-earned credit](#)
- [Use promotions](#)

[See more >](#)

Incentives

- [Overview](#)
- [Enroll in incentives](#)
- [What is CHIP?](#)

[See more >](#)

Marketplace offers

- [Overview of the commercial marketplace](#)
- [Offer publishing guide](#)
- [Policies and terms](#)

[See more >](#)

Payouts

- [Overview](#)
- [Payment thresholds](#)
- [Understand tax forms](#)

[See more >](#)

Insights

- [Overview](#)
- [Available reports](#)
- [Grant access to reports](#)

[See more >](#)

Accounts

- [Overview](#)
- [Manage locations](#)
- [Create user accounts](#)

[See more >](#)

More information

[Partner Center announcements](#)

Get the latest news on Partner Center.

[Microsoft AppSource](#)

Learn more about Microsoft AppSource.

[Azure Marketplace](#)

Learn more about the Azure Marketplace.

Partner Center - Referrals

https://partner.microsoft.com/en-us/referrals/businessprofiles/list

Microsoft Partner Center

Search

Home > Referrals

Business profile

Leads

Co-sell opportunities

Deal registrations

ISV Connect invoices

Business profile

Create profile

Create a business profile on Partner Center to market your business solutions to Microsoft qualified prospects. [Learn more.](#)

Which country/region would you like to create a business profile for?

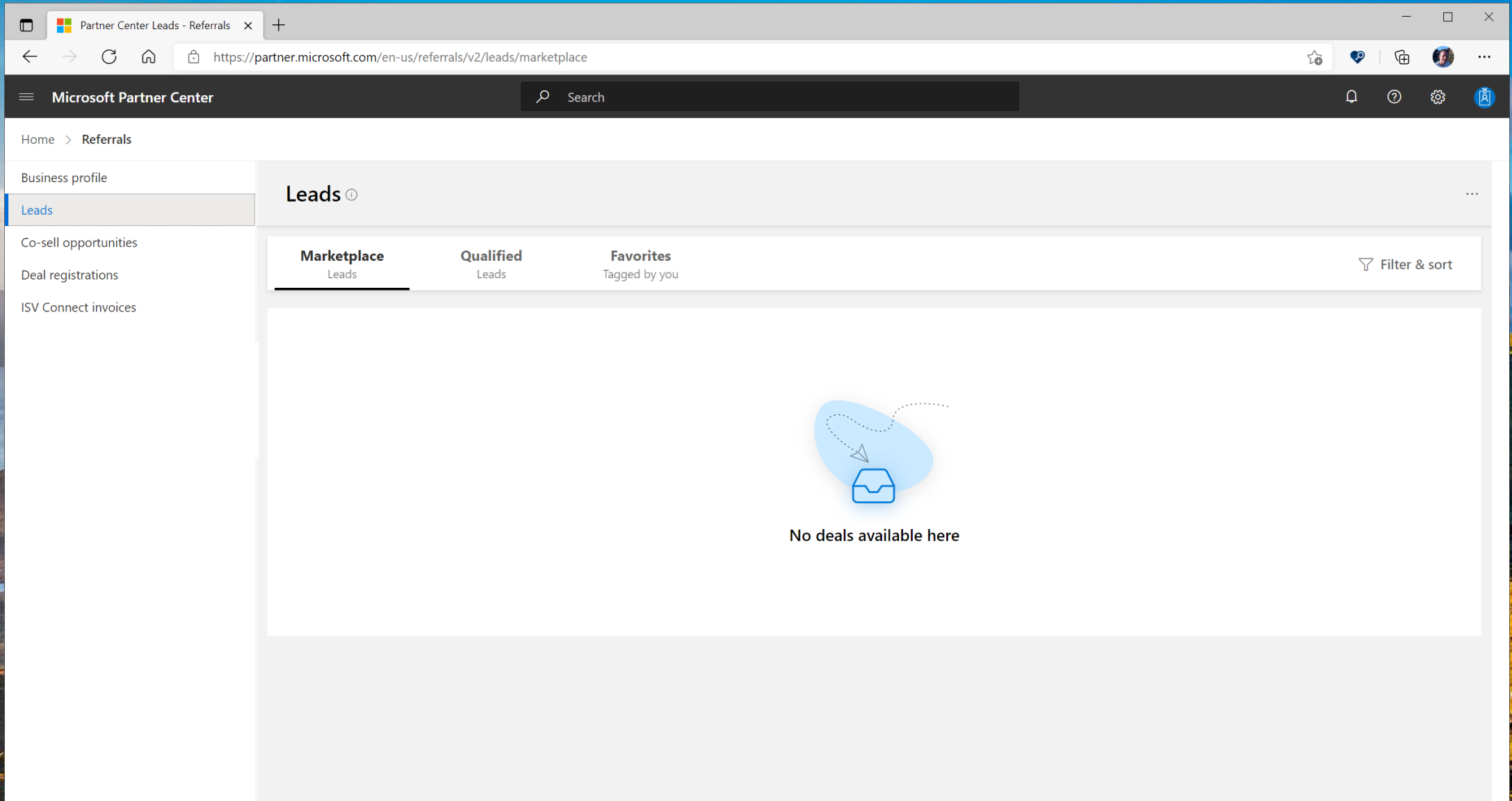
Select a country/region

Create

Profiles

The Company name displayed in all the business profiles listed below is **Test_Test_02252020VAR**. It cannot be modified in this section. [Learn more.](#)

No matches can be found for your Partner search. Please try again.





- Business profile
- Leads
- Co-sell
- Solutions
- Opportunities
- ISV Connect deals
- ISV Connect invoices
- Analyze
- Summary
- Leads
- Co-sell opportunities
- Partner cohort

Referrals | Co-sell - Solutions

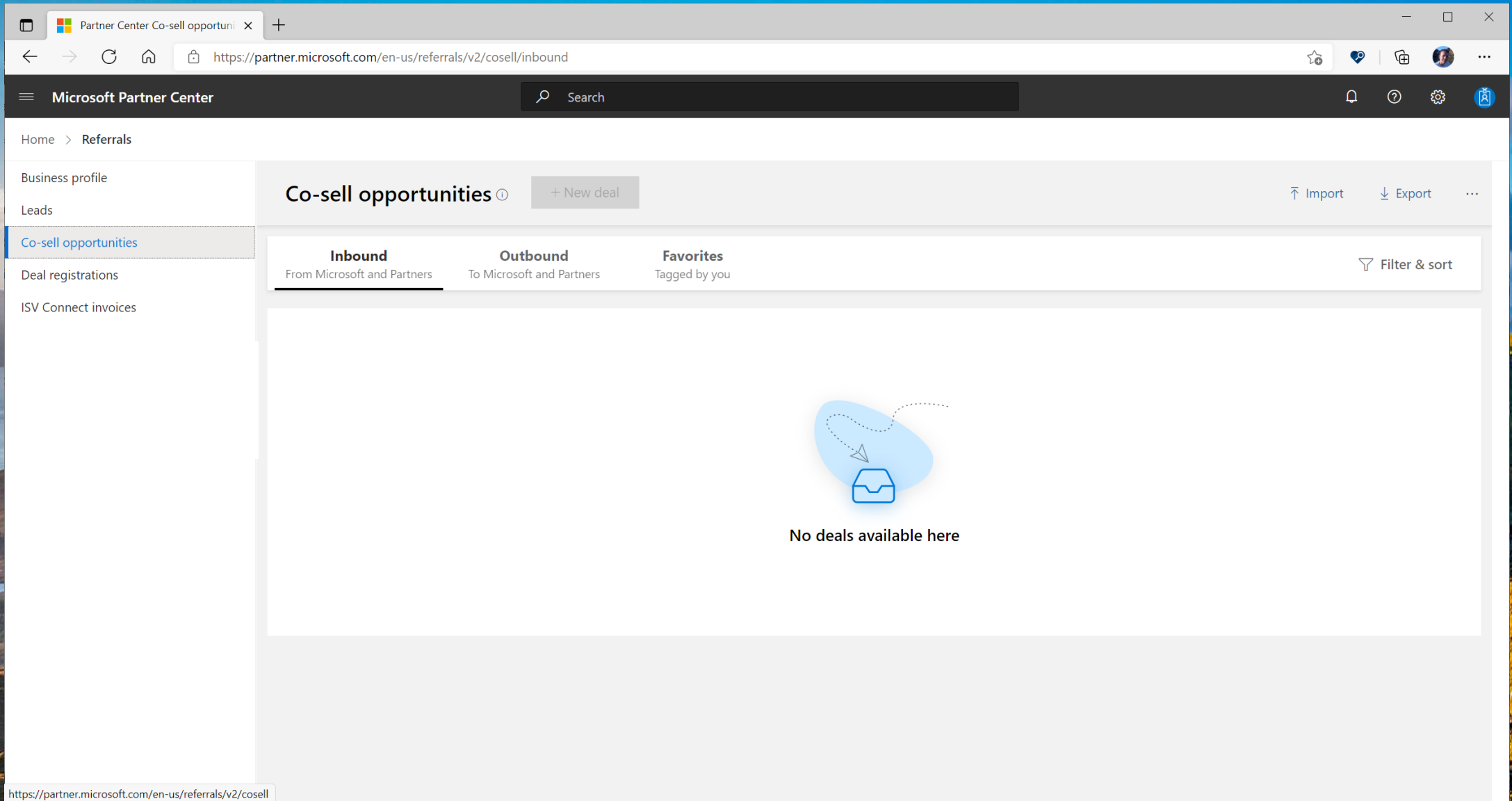
Co-sell solutions

You can view all your co-sell eligible solutions, their current co-sell status and incentive programs they participate in.

Okay

Solution name	Solution type	Co-sell status	Incentive programs	Last modified (UTC) ↑
saasprodtest01	Software as a Service	Co-sell Ready	None	Feb 16, 2022
saase2etesting01	Software as a Service	In Market	None	Feb 16, 2022
saasprodtest02	Software as a Service	Co-sell Ready	None	Feb 16, 2022
saase2etesting08	Software as a Service	Co-sell Ready	None	Feb 16, 2022
Contoso Private Offer Transact 2	Software as a Service	Co-sell Ready	MSFT Internal Azure IP Co-Sell	Dec 01, 2022
saasprodtest03	Software as a Service	Co-sell Ready	None	Feb 16, 2022
saase2etesting02	Software as a Service	In Market	None	Feb 16, 2022





Toggle the navigation pane

- Business profile
- Leads
- Co-sell
- Solutions
- Opportunities
- ISV Connect deals
- ISV Connect invoices
- Analyze
- Summary
- Leads
- Co-sell opportunities

Referrals | Co-sell opportunities

+ New deal

Inbound

From Microsoft and Partners

Outbound

To Microsoft and Partners

Favorites

Tagged by you

ION BEAM APPLICATIONS S ...

Louvain , La Neuve, WALLOON BRABANT, BE

Co-sell

10d 8h

♡

RGF Staffing

Almere, FLEVOLAND, NL

Co-sell

7d 8h

♡

Ordina Holding N.V.

Nieuwegein, UTRECHT, NL

Co-sell

7d 8h

♡

Asito B.V.

Almelo, OVERIJSEL, NL

Co-sell

7d 8h

♡

Fourth Coffee

Redmond, WASHINGTON, US

Co-sell

Nov 22, 2021

♡

Fourth Coffee

Chennai, TAMIL NADU, IN

Co-sell

Nov 22, 2021

♡

FOURTH ESTATE LIMITED

Bangalore, IN

Co-sell

Feb 25, 2021

♡

BEST BUY CO., INC.

Richfield, MO, US

Co-sell

Jan 11, 2021

♡

BEST BUY CO., INC.

Richfield, US

Co-sell

May 05, 2020

♡

Your company's deal progress



Customer
ION BEAM APPLICATIONS SA

Address
Chemin Du

Contact
FD Fabrice Deleau

Co-sell invitation from Microsoft

Received at 2/28/2022, 12:55:44 PM GMT+1

Deal name
IBA - DCA Remote Assist

Location
Entire organization

Estimated value
750 EUR

Notes
-NA-

Solutions

test-cosell-publish-saas-listing
db4b433d-c9a3-4f3c-a61c-6f390b42f914

Inbound

Co-sell opportunities sent to you from Microsoft sellers and other partners for joint selling.

Outbound

Co-sell opportunities created by you. You create different types of co-sell opportunities depending on whether you are collaborating with one or more Microsoft sellers, another partner, or working independently on an opportunity that you may choose to collaborate on in the future.

Favorites

Any Inbound or Outbound Co-sell opportunities you have marked as a favorite.

Filter

Filter Inbound, Outbound or Favorite Co-sell opportunities by one or more criteria.

The screenshot displays the Microsoft Partner Center interface. On the left, a navigation pane includes links for Business profile, Leads, Co-sell, Solutions, Opportunities, ISV Connect deals, ISV Connect invoices, Analyze, Summary, Leads, and Co-sell opportunities. The main area is titled 'Referrals | Co-sell opportunities' and features tabs for Inbound, Outbound, and Favorites. A list of co-sell opportunities is shown, including 'ION BEAM APPLICATIONS SA', 'RGF Staffing', 'Ordina Holding N.V.', 'Asito B.V.', 'Fourth Coffee', 'FOURTH ESTATE LIMITED', 'BEST BUY CO., INC.', and 'BEST BUY CO., INC.'. Each entry includes a 'Co-sell' button and a status indicator. A detailed view of a co-sell invitation from Microsoft is shown on the right, including the deal name 'IBA - DCA Remote Assist', location 'Entire organization', estimated value '750 EUR', and a 'test-cosell-publish-saas-listing' solution. The interface also shows a progress bar for the deal and a table with columns for State, Estimated close date, and Estimated value.

Creating

Responding

Accepting
From Microsoft
From a partner

Declining

Create a Co-sell opportunity

1. [Select +New deal](#)
2. You must enter the customer location before you begin typing the customer name so the system can auto suggest customers in that location.
3. There may be multiple results for the same company. Please always prefer a Microsoft Managed account if available.

Note

The opportunity must be created before the contract signed date or the Commercial Marketplace transaction date to count for deal registration.

Select your customer

Customer company location * ⓘ

Customer company name * ⓘ

Budapest, Hungary

MOL

Search

28 results found. Did not find what you were looking for? [Enter manually](#)

Microsoft Managed (1)

Microsoft Unmanaged (2)

Other (25)

Deals associated with the **Microsoft Managed** accounts are eligible for IP Co-sell deal registration provided they meet all other deal registration criteria. [Learn More](#)

MOL Nyrt.

Október huszonharmadika u. 18, BudapestMicrosoft ID: 11+29-DO

Show linked accounts ∨ ⓘ

Creating

Responding

Accepting
From Microsoft
From a partner

Declining

Add customer contact details

Customer contact details are mandatory if you are planning to request Microsoft seller help in closing the opportunity.

Note

If this is a private deal, you will specify that later and the customer contact details will not be shared.

Select your customer

Customer organization location*
California, United States

Customer organization name*
CONTOSO CORPORATION

Customer contact* ⓘ

First name*
Jane

Last name*
Smith

Phone number* ⓘ
123-456-7890

Email*
jane.smith@contoso.com

Next Cancel

Declining

Make sure that everyone knows which solution(s) have been identified to meet the customer need(s).

Microsoft Partner Center

Search

Home > Referrals > Co-sell opportunities > New deal

Customer

CONTOSO CORPORATION

Address

936 OLSON LN, EL DORADO HILLS, CA, 95762, United States

Contact

JS

John Smith

Deal details ⓘ

Describe the deal. Add company employees who will manage this deal.

Deal name *

Location *

Entire organization

Estimated value *

USD

Estimated close date *

CRM ID

Marketing campaign ID

Notes

Do not add any Personally Identifiable Information here.

Add team members* ⓘ

+ Add Contact

Add solutions* ⓘ

Select the solution(s) for this deal.

Search solutions

Search solutions

Solution type

My company's solutions

Your solutions

Contoso-Ale_Test

Contoso_Test

SOL-15974-MQF

+

Contoso Experience Platform

Contoso_Test

DEAL2-30787-VYY

+

Contoso Experience Platform

Contoso_Test

DEAL9-30787-VYY

+

Contoso Experience Platform

Contoso_Test

DEAL7-30787-VYY

+

Next

Cancel

CEE FY23 Campaign IDs

Solution Area	Program	Activity Name	Campaign ID
Azure	Azure Through Partner Activity <i>Included: ISV Premium Mix Acceleration Azure Club GTM (Top SMB)</i>	CEE FY23 GTM Azure Through Partner Activity	3049720
BizApps	BizApps Through Partner Activity	CEE FY23 GTM Business Applications	3049716
Security	Security Through Partner Activity	CEE FY23 GTM Security	3049719
MW	Modern Work Through Partner Activity	CEE FY23 GTM Modern Work	3049721
Surface	Surface	CEE FY23 Surface	3049722
cross SA	Industry Co-fund	CEE FY23 GTM Partner Industry Co-fund	3049718
	SureStep, Partner Summit, ... Partner Newsletter / Partner Enablement	CEE FY23 GPS GTM	3049717

Please make sure to upload a referral after every Microsoft (co)funded activity



- BVA (Business Value Assessments)
- SA (Solution Assessments)
- MCI (Microsoft Commerce Incentive) – Build Intent Workshops that is available for MW and Security
- MSSP (Managed Security Solution Provider) program workshops
- AMMP (Azure Migration and Modernization Program) activities
- Azure Club activities
- and any other Microsoft incentivized partner activity that involves customer.

For events involving Microsoft Unmanaged customers please use the „No help needed“ & „Yes“ give visibility to Microsoft. For Microsoft Managed customers please use the Help needed options when sharing the referral.

Help needed determines routing to Microsoft sellers

- Any type of help selected = Microsoft seller received notification and has to accept the deal
- No help required and “Yes” to Microsoft visibility = Partner Led referral, Microsoft seller doesn’t receive any notification but has visibility in reporting
- No help required and “No” to Microsoft visibility = Microsoft seller doesn’t receive any notification and cannot see in any report

Microsoft Partner Center

Home > Referrals > Co-sell opportunities > New deal

Customer
CONTOSO CORPORATION

Address
936 OLSON LN, EL DORADO HILLS, CA, 95762, United States

Contact
JS John Smith

test
Deal creator - Last synced Mar 04, 2022

Team
QT qimin test

Location
Entire organization

Estimated value
1000000 USD

Estimated close date
Mar 31, 2022

Solutions
Contoso-Ale_Test
Contoso_Test
SQL-15974-MQF

In case of any type of help needed selected, customer contact information must be filled out

Identify the type of help you'd like from Microsoft *

No help required at this point of time Workload - specific value proposition Customer technical architecture Proof of concept / Demo Quotes / Licensing Post - sales customer success General or other

Would you like Microsoft sellers to view this deal? * [Learn more](#)

☐ Yes ☐ No

+ Invite Partner (Optional)

☐ By checking this box, I confirm, on behalf of myself and my company, that I have obtained sufficient consent to:

- Provide the customer's contact information to Microsoft and invited partners if provided
- Provide my company's employee information to Microsoft and invited partners that I am inviting
- Grant Microsoft and invited partners the right to use such information to contact the customer or partner employee for purposes of fulfilling Microsoft's obligations to partner and customer.

Create deal Cancel

Creating
Responding
Accepting
From Microsoft
From a partner
Declining

For a Partner to Partner deal with Microsoft

- Follow the instructions to request Microsoft seller help for a Co-sell opportunity and then invite a partner.

Inviting a partner for a Partner to Partner deal

1. Add additional partners

Select + Invite Partner and then use the search bar to search by partner name.

2. Modify the specifics of the opportunity

Your opportunity details will automatically copy to this section. You can modify them if you know the specifics of the deal for the invited partner. Otherwise, when accepting the opportunity the invited partner will update this section to reflect their portion of the deal.

Confirm the type of help you want from the other partner and select 'Invite Partner' to share the opportunity.

The image displays two screenshots of the Dynamics 365 'Co-sell opportunities' interface. The top screenshot shows the 'Identify the type of help you'd like from Microsoft' section with tabs for 'No help required at this point of time', 'Workload - specific value proposition', 'Customer technical architecture', 'Proof of concept / Demo', and 'Quotes / Licensing'. A '+ Invite Partner (Optional)' button is highlighted with a blue line. A modal window titled 'Invite Partner (Optional)' is open, showing a search bar and 'Invite Partner' and 'Cancel' buttons. The bottom screenshot shows the 'Invite Partner (Optional)' modal window with fields for 'Partner name', 'Estimated close date' (Sep 30, 2020), 'Estimated value' (500000 USD), and 'Notes'. It also has sections for 'Add your employees' (showing Jane Doe) and 'Add solutions' (showing Azure Solution). At the bottom, the 'Identify the type of help you'd like from' section is visible with tabs for 'Workload - specific value proposition', 'Customer technical architecture', 'Proof of concept / Demo', 'Quotes / Licensing', 'Post - sales customer success', and 'General or other'. The 'General or other' tab is selected, and the 'Invite Partner' button is highlighted with a blue line.

Creating

Responding

Accepting
From Microsoft
From a partner

Declining

Finalizing your opportunity

Confirm your consent to share the customer information

Confirm that Microsoft and any invited partners may use this information to contact the customer directly and select 'Create deal'.

Note

The cards of the invited parties are color coded with a bar on the left to quickly identify if they have accepted your deal.

- **Green:** Accepted
- **Yellow:** Pending
- **Red:** Declined

Contoso Azure
Deal creator - Last synced Sep 10, 2020

Team
JD Jane Doe

Estimated close date
Sep 30, 2020

Estimated value
500000 USD

Solutions

Azure Solution
Contoso_Test
SOL-34104-EBI

Microsoft
Estimated close date
Sep 30, 2020

Contoso
Estimated close date
Sep 30, 2020

☐ By checking this box, I confirm, on behalf of myself and my company, that I have obtained sufficient consent to:

- Provide the customer's contact information to Microsoft and invited partners if provided
- Provide my company's employee information to Microsoft and invited partners that I am inviting
- Grant Microsoft and invited partners the right to use such information to contact the customer or partner employee for purposes of fulfilling Microsoft's obligations

Create deal Cancel

Co-sell Opportunity upload in PC – mandatory fields summary

Section	Partner Center Field - Mandatory	Input Required
Select your customer	Customer Organization Location	Location of the customer you have qualified
	Customer Organization name	Please use the drop-down menu to help us match the customers and qualify further
Customer contact	First name	For co-sell opportunities, this data is mandatory
	Last name	For co-sell opportunities, this data is mandatory
	Phone Number	For co-sell opportunities, this data is mandatory
	Email	For co-sell opportunities, this data is mandatory
Deal Details	Deal name	use template: Solution area Funding Customer name, eg. Azure AIW Contoso
	Estimated value and currency	Please input the estimated value of the opportunity for you in USD
	Estimated close date	Select the date when you estimate the deal will be closed
	Marketing Campaign ID	<i>Input the campaign ID of the investment you received from MS. It can be found in SOW or reach out to your MS contact for it</i>
	Notes	Please provide a short description for the MS Seller to be able to further qualify opportunity
Add your employees	+ Add contact	Provide the contact from your side for MS seller
Add Solution	Your Solutions	Please provide data which of your solutions is selected for this deal

Identify the type of help you'd like from Microsoft	for all opportunities that are a result of MS funding, please select "General or other" button
--	---



Responding to a Co-sell opportunity

When you have received a new Co-sell opportunity, either from a Microsoft seller or from other partners in the Microsoft Co-sell ecosystem, review the details and feel free to contact the customer if you want to learn more about their business needs.

 **Note**

You have 14 days to accept or decline. If you do not accept the referral within 14 days, Microsoft will archive the referral as expired and notify the customer to choose a different partner.

Inbound
From Microsoft

Outbound
To Microsoft

Favorites
Tagged by you

Cheran AG Tucson, ARIZONA, US Co-sell	🕒 13d 21h 🔗 ❤️	Received Customer Cheran AG Co-sell invitation from Microsoft Task: ACT/2020, ACT/40 and ACT - Sales Qualified Deal name April 14th signus - testing solution search 8 Notes 100 Solutions Business Insights and Analytics Customer Solutions (Marketing) SQL Server 2016 Accept Decline
Ausim Limited Canning Vale, WESTERN AUSTRALIA, AU Co-sell	🕒 Apr 20, 2020 🔗 ❤️	
EZE Smoker MEX China Riverside, ONTARIO, CA Co-sell	🕒 12d 21h 🔗 ❤️	
EZE Smoker MEX China Riverside, ONTARIO, CA Co-sell	🕒 12d 21h 🔗 ❤️	
AMERICAN AXLE AND Detroit, MICHIGAN, US Co-sell	🕒 Apr 19, 2020 🔗 ❤️	
Walmart Inc. Bentonville, ARKANSAS, US Co-sell	🕒 Apr 17, 2020 🔗 ❤️	

Creating
Responding
Accepting
From Microsoft
From a partner
Declining

Accept a Co-sell opportunity from Microsoft

When accepting a Co-sell opportunity shared by Microsoft, you will be required to enter the co-sell details.

Create a name to identify the opportunity as you continue to develop it. Additionally, you can choose to add your CRM ID to track the deal in Partner Center and/or a Marketing campaign ID to track the ROI of all deals with the same campaign ID.

Use the notes section to provide visibility on the latest details of the opportunity, including discussions between Microsoft sellers/other partners while collaborating on the opportunity.

Referrals | Co-sell opportunities

+ New deal

Inbound
From Microsoft and Partners

Outbound
To Microsoft and Partners

Favorites
Tagged by you

ION BEAM APPLICATIONS S ...
Louvain, La Neuve, WALLOON BRABANT, BE
Co-sell

RGF Staffing
Almere, FLEVOLAND, NL
Co-sell

Ordina Holding N.V.
Nieuwegein, UTRECHT, NL
Co-sell

Asito B.V.
Almelo, OVERUSSEL, NL
Co-sell

Fourth Coffee
Redmond, WASHINGTON, US
Co-sell

Fourth Coffee
Chennai, TAMIL NADU, IN
Co-sell

FOURTH ESTATE LIMITED
Bangalore, IN
Co-sell

BEST BUY CO., INC.
Richfield, MO, US
Co-sell

BEST BUY CO., INC.
Richfield, US
Co-sell

Your company's deal progress

Received

Accept/decline
(Pending)

Kickoff the deal

Describe the deal. Add company employees who will manage this deal.

Deal name *

IBA - DCA Remote Assist

Estimated value *

750

EUR

Estimated close date *

May 23, 2022

CRM ID

Marketing campaign ID

Notes *

-NA-

Add team members *

+ Add Contact

Add solutions *

Select the solution(s) for this deal.

Selected solutions

test-cosell-publish-saas-listing
db4b433d-c9a3-4f3c-a61c-6f390b42f914
Delete

Save

Cancel

Creating
Responding
Accepting
From Microsoft
From a partner
Declining

Responding to a Co-sell opportunity from a partner

When accepting a Co-sell opportunity from a partner, you will have the opportunity to update all the details associated with the opportunity.

Details can be modified any time after accepting the opportunity to reflect a different close date, expected value, enter or update notes, add or modify the point of contact from your company or update the solution or service you will be working on.

Note

Updating the notes section is mandatory for partner to partner opportunities.

The screenshot displays the 'Kickoff the deal' form in Microsoft Dynamics 365. The form is divided into several sections: 'Your company's deal progress' at the top, followed by 'Kickoff the deal' which includes fields for 'Deal name', 'Estimated value', 'Estimated close date', 'CRM ID', and 'Marketing campaign ID'. Below these are sections for 'Add your employees' and 'Add solutions'. A blue line highlights the 'Notes' field, which is mandatory for partner to partner opportunities. The 'Notes' field contains the text 'Microsoft help requested with this opportunity'. The 'Add solutions' section shows a list of selected solutions, including 'Azure Solution' and 'Contoso-Ale_Test'. The bottom of the form has 'Save' and 'Cancel' buttons.

Creating

Responding

Accepting

From Microsoft

From a partner

Declining

Decline a Co-sell opportunity

When an opportunity isn't the right fit for you, we'll archive it as declined and notify either Microsoft or the partner who sent you this opportunity.

Providing a reason for declining will help identify the best opportunities to share with you in the future.

Inbound
From Microsoft

Outbound
To Microsoft

Favorites
Tagged by you

Charm AG
Tuesmout, SAUTON, DE
Co-sell

13d 19h

Received

Accepted
(Pen)

Ausliffe Limited
Canning Vale, WESTERN AUSTRALIA, AU
Co-sell

Apr 20, 2020

E2E Smucker M&M China
RORL, ONTARIO, CA
Co-sell

12d 19h

E2E Smucker M&M China
RORL, ONTARIO, CA
Co-sell

12d 19h

AMERICAN AXLE AND ...
Dearborn, MICHIGAN, US
Co-sell

Apr 19, 2020

Walmart Inc.
Bentonville, ARKANSAS, US
Co-sell

Apr 17, 2020

Your feedback is important to us

Let us know why you declined this deal so we can provide better dea after you select a reason for declining.

Reason for declining *

Select a reason for declining this deal

Customer did not have budget

Customer did not respond

Customer chose another vendor

Customer need did not match my solutions

Not a customer

Proposed timeline too short

Report as abuse, spam, or phishing

Other...

Close deal

Cancel

Microsoft Partner Center

Search

Home > Referrals

Business profile

Leads

Co-sell

Solutions

Opportunities

ISV Connect deals

ISV Connect invoices

Analyze

Summary

Leads

Co-sell opportunities

Partner cohort

⚠ IP Co-sell deal registrations have moved

For Azure IP Co-sell deal registrations, go to Referrals > Co-sell Opportunities tab. Continue using this page to complete ISV Connect deal registrations.

Deal registrations ⓘ

+ Report closed ISV Connect deal

✓

Integration Test 2

Las Vegas, NV, US

ISV Connect

Last modified on 11/1/2022

Registered on 11/1/2022

1375338

✓

Integration Test Customer Name

Las Vegas, NV, US

ISV Connect

Last modified on 11/1/2022

Registered on 11/1/2022

1375337

✓

Integration Test 2

Las Vegas, NV, US

ISV Connect

Last modified on 11/1/2022

Registered on 11/1/2022

1375317

Integration Test Customer Name

Las Vegas, NV, US

Integration Test 2

Status

✓ Submitted, Completed

Type

ISV Connect

Customer company

Integration Test 2

3717 S. Las Vegas Blvd, Suite 140-A, Las Vegas, US, NV, 89109

Partner company

Integration Test 2 Partner

Chicago, US, IL, 98052

Deal ID

1375338

Engagement ID

d55x3kic-bjfl-4t26-jxqc-f3czvxxgz6jr

Referral ID

bxp0q8kt-uig2-w063-vilc-gqsomneakr0

Solution

Contoso Experience Platform

Solution ID

DEAL6-30787-VYY

Solution value

48097 AUD

Referrals

Create and manage deals registered for Co-sell opportunity wins and create invoices for ISV connect deals

Registering a deal

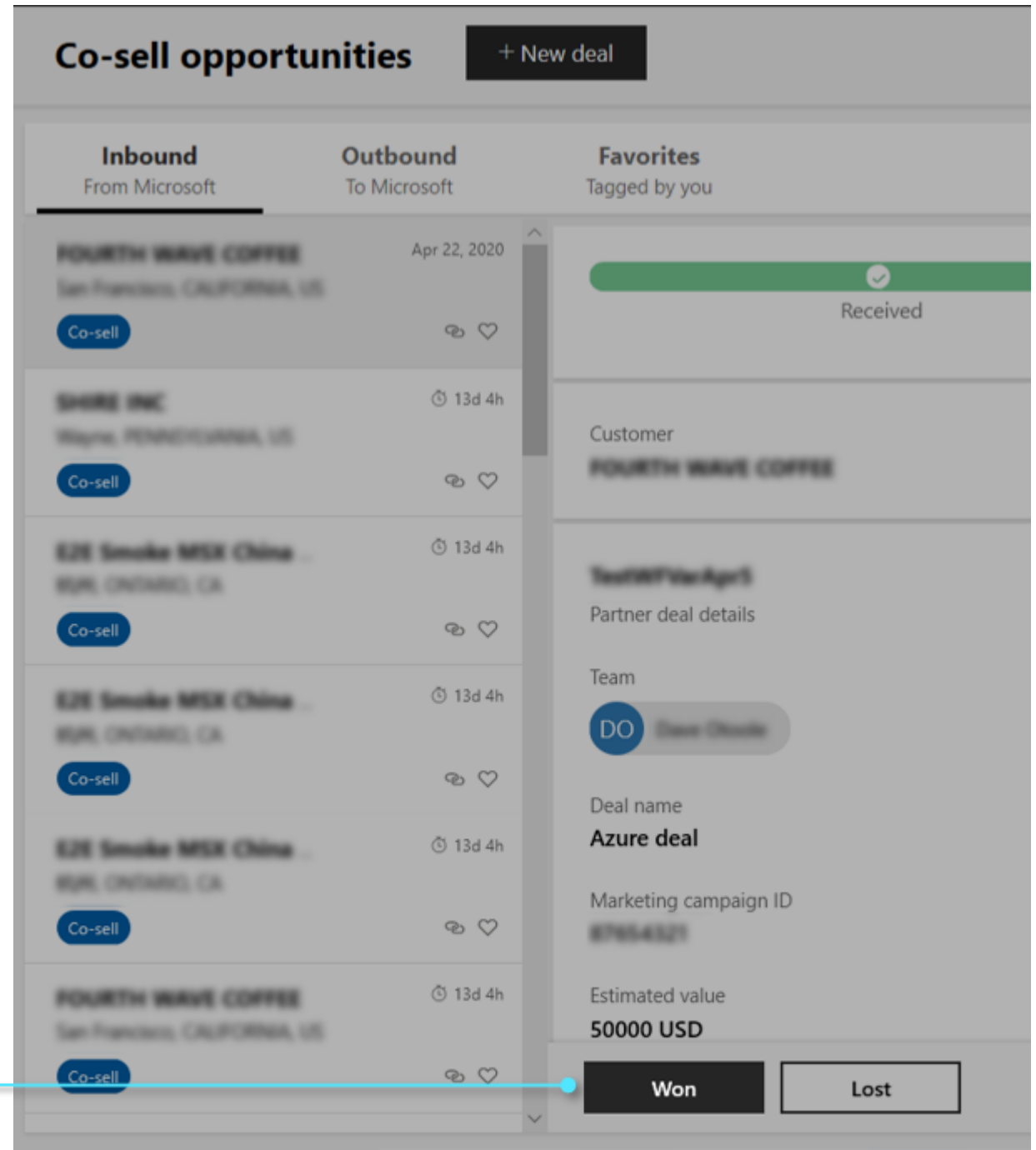
After you select Won in the referral response process, you'll be asked to provide additional information in order to register your deal.

Microsoft will review the info you provide and may ask for additional details during the review process.

➤ Select *Won*.

Note

For Co-sell programs that require a closed sale to be registered, the partner who owns the customer contract must register the deal within 30 days of signing.



The screenshot displays the 'Co-sell opportunities' interface. At the top, there's a header with 'Co-sell opportunities' and a '+ New deal' button. Below the header, there are three tabs: 'Inbound From Microsoft', 'Outbound To Microsoft', and 'Favorites Tagged by you'. The 'Inbound' tab is selected, showing a list of deals. Each deal entry includes the company name, location, a 'Co-sell' button, and a status icon. The right sidebar shows the details of the selected deal, 'FOURTH WAVE COFFEE'. It includes a progress bar labeled 'Received', the customer name, partner deal details, team information, deal name 'Azure deal', marketing campaign ID, estimated value '50000 USD', and buttons for 'Won' and 'Lost'. A blue line connects the 'Select Won' instruction to the 'Won' button.

Deal Name	Location	Status
FOURTH WAVE COFFEE	San Francisco, CALIFORNIA, US	Received
SHORE INC	Wayne, PENNSYLVANIA, US	13d 4h
EZE Smoke MEX China	WILSON, ONTARIO, CA	13d 4h
EZE Smoke MEX China	WILSON, ONTARIO, CA	13d 4h
EZE Smoke MEX China	WILSON, ONTARIO, CA	13d 4h
FOURTH WAVE COFFEE	San Francisco, CALIFORNIA, US	13d 4h

Deal Details:

- Customer: FOURTH WAVE COFFEE
- Partner deal details: Turnoff for April
- Team: DO (Done Deal)
- Deal name: Azure deal
- Marketing campaign ID: 87654321
- Estimated value: 50000 USD

Buttons: Won, Lost

Registering a closed sale

For all closed sales,

1. Review or update the information as necessary and provide any additional details that are needed to register the closed sale.

Tracking deals

You can review new, active, and closed deal registrations in the different pages under Referrals > Deal registration.

1. Action Required

- Filter deals for:
 - ...“Incomplete” that still require registration.
 - ...“Update Required” that have been sent back to you by Microsoft that need updates before the deal registration can be accepted.

2. In progress

- Deals in this group are currently under review by Microsoft. If Microsoft needs further information, we'll use the Registration contact information that you provided.
- All ISV connect deals submitted to Microsoft will appear in this section and won't move to “Closed”

3. Closed

- Deals in this group were successfully registered and reviewed by Microsoft. You can use the filters to show only Approved or Declined deal registrations.

Engagement ID
8b0e7ed1-ffc1-4613-95a0-16068

Customer address
**600 SW 8TH ST, BENTONVILLE,
AR, Arkansas, 72712**

Solution
**Azure Solution
SOL-34104-EBB**

Total contract value * ⓘ
50000 USD

Solution value * ⓘ
40000 USD

Deployed on *
☒ Azure ☐ Other

Where will the solution be deployed *
☒ Customer tenant ☐ Partner tenant

Contract signed date * ⓘ
04/22/2020

Start date for values provided above * ⓘ
05/01/2020

End date for values provided above * ⓘ
12/31/2020

Note

ISV Connect deals that appear under Action Required > Incomplete will have two deal registration entries. Both entries must be submitted. Only one invoice will be generated.

Deal Registration - Marketplace

Cosell opportunities

+ New deal

Inbound
From Microsoft and Partners

Outbound
To Microsoft and Partners

Favorites
Tagged by you

Search

Contoso Inc
Redmond, Washington, US
Partner to partner

Contoso Inc
Redmond, Washington, US
Co-sell Qualified

Contoso Inc
Redmond, Washington, US
Co-sell

Contoso Inc
Redmond, Washington, US
Co-sell Developed

Contoso Inc
Redmond, Washington, US
Partner to partner

Contoso Inc
Redmond, Washington, US
Co-sell Won

Contoso Inc
Redmond, Washington, US
Partner to partner

Contoso Inc
Redmond, Washington, US
Partner to partner

Contoso Inc

Received

Accepted

Won

Deal registration

Contoso Inc
Customer
 Address
1234 5th Avenue, Seattle, Washington 98005,
United States, Phone: (123) 456-7890
 Organization size
251-1000 employees

Customer referral from Microsoft
Sent 9/28/2019, 5:47:09 AM GMT+5:30 - Direct
 Robert Tolbert Lydia Bauer Kristin Peterson

Engagement name
Changing the Flow
Engagement type
Co-sell

CRM ID
176d6306-86e1-e911-a99c-000d3a33e5a2
Customer is interested in
Communications

Estimated value
3340 USD
Estimated close date
10/26/2019

Notes
Phasellus consectetur nibh turpis, eget molestie diam ullamcorper at. Maecenas suscipit imperdiet diam, aliquam cursus massa libero euismod enim. Nulla at ipsum efficitur, morbi ligula at felis vestibulum elementum.

View more

Register deal

Deal registration

Will this deal be transacted on Marketplace?

Yes No

Select 'Yes' only if the customer will directly purchase the solution mentioned in this deal from Azure Marketplace.

Estimated marketplace transaction date*

7/5/2021

Register Cancel

Help & Support

Partner Center - Help + support

https://partner.microsoft.com/en-us/dashboard/support/servicerequests

Microsoft Partner Center

Search

Home > Help + support

Overview

Service health

Help + support | Overview

Resources

Partner Center how-to docs

Partner Center API docs

My support requests

+ New request

Filter

Search by ID

ID	Problem summary	Status	Opened	Modified ↓	Appointment
2107130010003182	Need help adding a customer - 2	Open	7/13/2021	10 days ago	Schedule appointment
2107130010003150	Need help adding a customer	Open	7/13/2021	19 days ago	Schedule appointment
2106170040003932	TEST Enrollment	Open	6/17/2021	19 days ago	Schedule appointment
2105170010002642	iur TEST ticket	Open	5/17/2021	6/17/2021	Schedule appointment
2104150010005027	TEST TICKET - kimnich - 4/15 add a csp customer	Closed	4/15/2021	5/17/2021	

Support

Get service health updates, view support articles, contact support, schedule support appointments, and manage your support requests

Partner Center - Help + support

https://partner.microsoft.com/en-US/dashboard/support/service-health-status

Microsoft Partner Center

Search

Home > Help + support

Overview

Service health

Service status

Health history

Service status is updated on page load, use the refresh button to update the status as needed.

Last updated: July 29, 2021, 11:43:25 AM

Refresh

Service area	Service	Status ↓	Service announcement
CSP Customer Management	Transact and Manage	Information	Dear Valued Partner, there is an ongoing delay in license count being reflected between Partner Center and M365/D365 portal. Some Partners might experience discrepancy in seat count. We're working to
Analytics	Analytics	Good	
Co-sell	Business Profile	Good	
Co-sell	Co-sell Opportunities	Good	
Co-sell	Leads	Good	
CSP Billing	Billing and Invoicing	Good	
CSP Pricing	Pricing and Offers	Good	
Incentives	Co-op claims	Good	

Takeaways and resources

The takeaways are simple to implement. Doing these right way ensures you're ready to start managing leads, and co-selling deals, as well as get help from within Partner Center

Your next steps

1

Create and share Co-sell deals

2

Actively manage and update referrals

3

Ask for help and support when needed

Resources

Co-sell resources

[Configure Co-sell solution](#) and [Co-sell requirements commercial marketplace account in Partner Center](#) and [business profile](#) in Partner Center

[Co-sell experience in Partner Center](#)

[Selling with Microsoft](#)

Marketplace

[Publisher Guide for Partners](#)

[Marketplace Support for Publishers](#)

Partner-to-partner

[Build partnership](#)

More information and help

[Partner Center support documentation](#)

Thank you!