


How to grow your business with Microsoft



In case you haven't found your question below or you have a question related to any other ISV related topic feel free to join us later on [ISV Series \(microsoft.com\)](#) or visit our CEE ISV page [Become a Microsoft Technology Partner and ISV](#).

1) Will this recording be available somewhere online? Can you share the link?

Yes, the recording will be available as a link in "Thank you" email shortly after the session together with Q&As.

2) I have an additional question, or I haven't received the answer to my question - what should I do?

Please make sure that you fill in our follow up form

https://forms.office.com/pages/responsepage.aspx?id=v4j5cvGGr0GRqy180BHbR1_pkhsCggxlgjMkmZH-Orr9UQTdPVzMxU0RTT1FVNkpUWVlQU01HSjBFRS4u&wdLOR=c378F61A7-C2AC-4DDC-8856-1E0136B8DB49https://forms.office.com/pages/responsepage.aspx?id=v4j5cvGGr0GRqy180BHbR1_pkhsCggxlgjMkmZH-Orr9UQTdPVzMxU0RTT1FVNkpUWVlQU01HSjBFRS4u.

If you are interested in partnership, please make sure that you are a member of Microsoft Partner Network. If you are not yet here is how to get started <https://partner.microsoft.com/en-us/dashboard/account/v3/enrollment/introduction/partnership>. Keep in mind that as ISV you should select "Build" option at the very first page.

3) How can you become a featured product?

Please leverage Marketplace Rewards program benefits: <https://docs.microsoft.com/en-us/azure/marketplace/marketplace-rewards#:~:text=Marketplace%20Rewards%20supports%20you%20at%20your%20specific%20stage,the%20program%20and%20benefits%2C%20see%20Marketplace%20Rewards%20%28PPT%29.>

4) Can we add the hardware to the marketplace?

Marketplace is focused on software-based solutions, so in case your hardware is having also the software part (e.g., IoT, backend in cloud) I can imagine that it could make sense. It is necessary to think about the overall sales channels - how to combine SW and HW parts.

5) How can we kick off those marketing activities? How can we start this?

You may want to start with visiting GTM page: <https://partner.microsoft.com/en-US/solutions/go-to-market> .

6) Can you please show more use cases with LinkedIn Sales Navigator?

We just wanted to show some tips and tricks among other marketing reach options. Please give us the feedback if dedicated LinkedIn/Social selling session is needed.

7) How are ISVs committed to revenue sharing with Microsoft if you publish your solution to marketplace?

There is only 3% transaction fee. And you have reach to more than 140 countries where Marketplace is present, more than 4M users a month. 17 currencies are supported, 52 tax managed countries. Fast payouts.

8) Can you share with me everything related for Dynamics ISV solutions and go to market?

Happy to follow up on this. Are you ok to be contacted directly by our Microsoft representative?

9) We have solution for document management and business process automation. How could we start partnership with Microsoft?

Happy to follow up on next steps. Are you ok to be contacted for Microsoft representative directly?

10) We have a saas that we would like to place on your marketplace, what we should do now?

To discuss next steps, are you ok to be connected by Microsoft representative directly?

11) Some practical tips on how we can reach out to customers not in the Enterprise segment, but SMEs with the support of Microsoft?

Re SMEs I would go with transactable SaaS. But without better knowledge of your product, it is difficult to say. Feel free to fill follow up survey in Forms and we can assist you if you appreciate.

12) What kind of business can be brought to your marketplace?

Any IP software-based product you sell to your business customers. So B2B, no matter if direct or through partner network, regardless industry, regardless target size of business.

13) Do we need an app to participate? Or just info about what we offer?

For some benefits it is not needed to have app published at Commercial Marketplace. On the other hand, when you have an app published and even more - for example transactable there are more opportunities for cooperation.

14) What about Azure Marketplace? Can we get more details on that?

You may find details here: <https://docs.microsoft.com/en-us/marketplace/azure-marketplace-overview>

15) Would you be able to expand more on GTM topic and how MS helps ISVs with marketing?

Feel free to find more about GTM benefits here <https://docs.microsoft.com/en-us/partner-center/mpn-learn-about-go-to-market-benefits>

16) Is there a possibility for a Consulting service to be published both in Marketplace and AppSource?

Yes, there is a possibility of publishing a consulting service via Commercial Marketplace. If the primary product of your consulting service is Azure, the offer will be listed on Azure Marketplace. If the primary product is not Azure, the offer will be listed on AppSource. Feel free to find details how to do it here: <https://docs.microsoft.com/en-us/azure/marketplace/plan-consulting-service-offer>

17) We are more related to apps as an ISV inside dynamics 365 business central. Are we able to benefit from this?

I would encourage to familiarize with ISV Connect program in this case: <https://powerplatformpartners.transform.microsoft.com/download?assetname=assets/ISV%20Connect%20Program%20Guide.pdf&download=1>

18) The process of publishing in Marketplace is possible entirely from the Partner Center, right?

That's correct. You can publish directly from Partner Center. Here is the full info: <https://docs.microsoft.com/en-us/azure/marketplace/review-publish-offer>

19) Hello, how can we get a template of a case study?

Case study is one of GTM Benefits. To execute eligible benefits, you need to go to Partner Center. You can start executing from Partner Center: <https://docs.microsoft.com/en-us/partner-center/mpn-learn-about-go-to-market-benefits>

20) Where do I find definition of MVL licenses (SQL server) which we sold to our clients?

Please, find it in the following link: <https://download.microsoft.com/download/f/0/d/f0d7004e-9e39-4991-853b-2aa09e4ce456/SQL%20Server%202019%20%20Licensing%20Datasheet.pdf>

21) How can we become a partner of Microsoft and sell its products? (Microsoft Business Central).

Feel free to go to this URL and I believe that proper option in your case would be "Resell". <https://partner.microsoft.com/en-us/dashboard/account/v3/enrollment/introduction/partnership>

22) What are the possibilities when you don't have a 'concrete' product but want to offer knowledge and experience? Like consulting, hands-on support for migrations/development etc.

It is possible. You can promote your service offering like assessments, briefings, implementations, proof of concepts and workshops using our Commercial marketplace. Feel free to find deeper detail here <https://docs.microsoft.com/en-us/azure/marketplace/plan-consulting-service-offer>

23) Could you please explain what are the requirements for becoming an MS reseller?

Find the description here: <https://docs.microsoft.com/en-us/partner-center/enrolling-in-the-csp-program>