Microsoft

Microsoft Marketplace
The Platform for Modern Partnering

Unlocking the NEW Microsoft Marketplace - Building a Channel Marketplace Practice Co-Sell, Scale, and Win

12th November 2025

Aka.MS/UKMPO

Building a Channel Marketplace Practice – Co-Sell, Scale and Win

Darren Sharpe – Microsoft Marketplace Channel Lead
Chris Johnston-Leigh – Noteworthy Head of Partner Success

Noteworthy
.Support

Partnering with the Microsoft Commercial Marketplace

## The value of channel in both ISV & Selling partner personas

Discoverability – product lead growth, line of business buying. Find, test, adapt & engage ISV Success

Transact & contract – business process change, FinOps & services orchestration aka.ms/UKMPO

ISV/Software Development Company/Publisher Persona

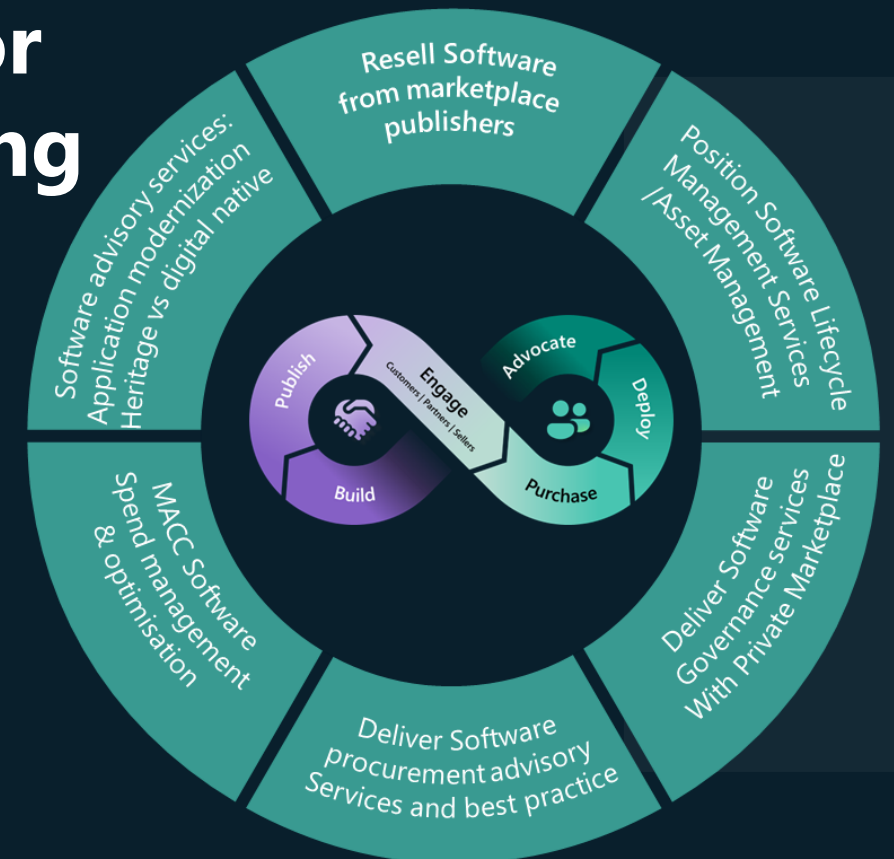**Selling Partner/Publisher persona**

Cloud Marketplaces are platforms for modern partnering
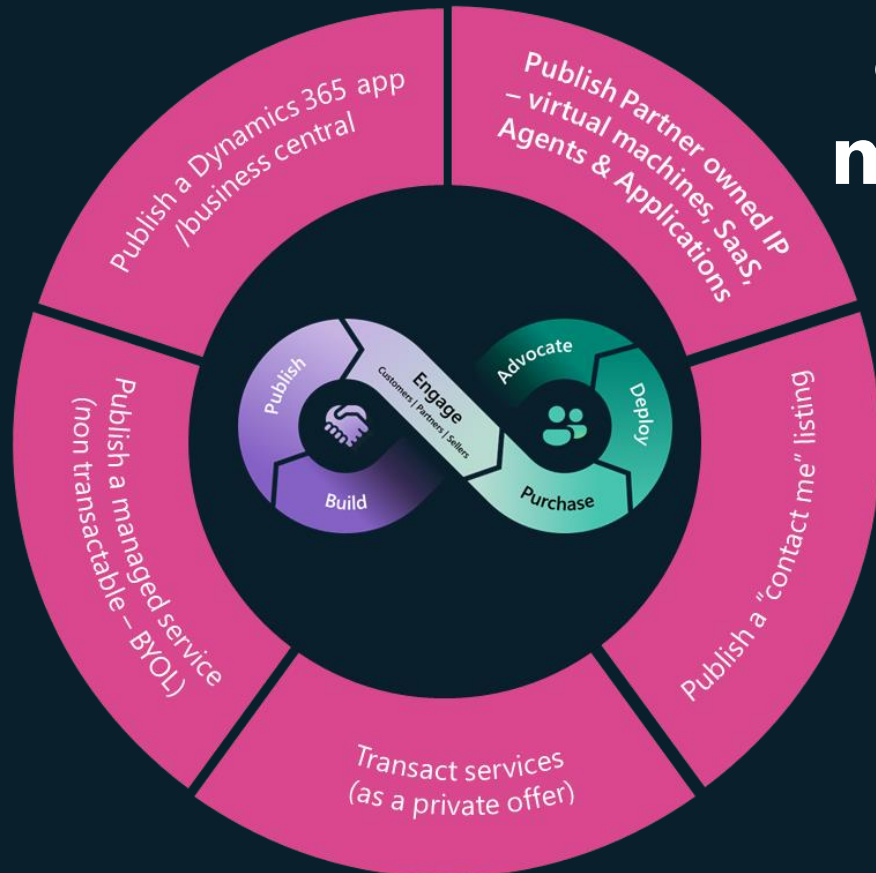
For every $1 in Microsoft Revenue

$8.45 for services-led partners

$10.93 for software-led partners

The 3 pillars of the new cloud & channel go to market

	Product Led	+	Seller Led	+	Ecosystem Led
	In 2025 2/3 of Enterprise buying processes are digital direct & zero touch		Marketplaces aren't about last mile transactions – they are platforms for partnering		The Microsoft product (cloud and end user) & partner ecosystem are unmatched.
WHAT	Digital Self Service supporting product discovery & evaluation		Skilling Sales & operations, modernizing selling processes – realise the benefits in the cloud		GTM for SaaS is increasingly about the Ecosystem – both product & partner
WHY	Consider buyer journey & adoption process. Consider verticals and market segmentation at product level		Access the Microsoft stakeholders in your customers. Build trust and transact faster & larger solutions that last longer		GTM for SaaS is increasingly about the Ecosystem – both product & partner
HOW	1. Build SaaS Free Trials 2. Price your product appropriately for market 3. Use elastic consumption models		1. Cosell with Microsoft's Sellers 2. Build cloud rev-ops & goaling 3. Build Marketplace into your sales methodology (MEDDPICC)		1. Use Channel-led Private Offers to enable modern resell 2. Build with AI on Azure 3. Build your cloud +channel GTM

Software company to customer private offers

Software companies sell their offers direct to customers through marketplace

Software company > Customer

Private offer management portal

Software company

Software company creates offer within Partner Center, sends to customer

1

Customer
Accept

3

Customer
Purchase

Customer buys through Marketplace

4

Microsoft

5

Software company receives their payment, agency fee applied. If Azure IP co-sell eligible, purchase counts towards cloud commitment

Microsoft collects from customer and pays software company

Channel-led opportunities with Microsoft Marketplace

Resale enabled offers

Coming 19th November at Ignite !

Allows the software company to empower their channel to sell software on their behalf—helping unlock new markets*

Multiparty private offers

Gives channel partner the ability to extend software to their customers to unlock larger deals and simplify sales**

CSP private offers

Software companies extend margin to Cloud Solution Providers to scale for frictionless sales

Distributed marketplaces

Ability for channel partners to distribute the Marketplace catalog into your own platform to bundle software with your services for added customer value—creating new opportunities for scale.

* Resale enabled offers is available in all Marketplace geos except: Belarus, Brazil, China, India, Mexico, New Zealand, Russia, Singapore, South Korea
**Multiparty private offers is available when selling to customers in Canada, the United Kingdom, and the United States

Multiparty private offers

Software companies sell to customers through a channel partner within marketplace

Software company > Channel Partner > Customer

Software company creates offer within Partner Center, sends to channel partner

Channel partner modifies offer within Partner Center, sends to customer

Private offer management portal

Customer buys through Marketplace

Software company
Channel partner
Customer Accept
Customer Purchase
Microsoft

1 · 2 · 3 · 4 · 5

Software company receives their payment, agency fee applied. If Azure IP co-sell eligible, purchase counts towards cloud commitment

Channel partner receives their margin

Microsoft collects from customer, pays software company and channel partner

For customers purchasing in Canada, the United Kingdom, and the United States

Software company to CSP private offers

Software companies sell to CSP customers through CSP partners within marketplace

Software company > CSP Partner > Customer

Outside of the Marketplace

Software company creates CSP private offer within Partner Center

1

CSP partner acquires offer within Partner Center

2

Indirect model: CSP partner sells to CSP reseller
Direct model: CSP partner sells to customer

3

Software company

Marketplace

CSP partner

Customer

Microsoft pays software company, agency fee applied

6

CSP partner keeps margin, pays Microsoft

5

Indirect model: Customer pays CSP reseller who then pays CSP partner
Direct model: Customer pays CSP partner

4

Available globally*

*Microsoft Marketplace offerings can be purchased in 141 geographies as defined by the customer's billing address (source)

Resale enabled offers for customer private offers Launching 19th November at Microsoft Ignite

Software Company

1 → Software company enables their offer for resell for a specific channel partner within Partner Center

Channel Partner

2 → Channel partner configures private offer within Partner Center, sends to customer

Private offer management portal

Customer Accept

3 →

Customer Purchase

4 → Customer buys through the marketplace, if the software is Azure IP co-sell eligible, purchase counts towards customer's cloud commitment & aligns to co-sell

Microsoft

5 → Microsoft collects from the customer and pays the channel partner, minus their agreed upon agency fee with Microsoft.
(note, 3% is standard fee, 50% reduced agency fee for all renewals)

Microsoft pays channel partner

6 → The channel partner pays the software partner as agreed, outside of the marketplace

Channel Partner

Outside of the marketplace agreement between software company and channel partner

7 →

Available to all geos (except 9 exclusions)
Excluded markets: Belarus, Brazil, China, India, Mexico, New Zealand, Russia, Singapore, South Korea

Walkthrough of private offer creation

1

Multiparty private offers
ISV experience

2

Multiparty private offers
Partner experience

3

Multiparty private offers
Customer experience

Multiparty private offers (ISV experience)

Click "New private offer"

Multiparty private offers
ISV experience

Add the customer and selling partner
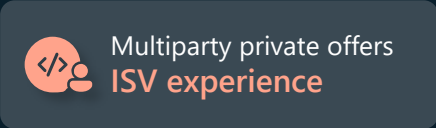
Microsoft Partner Center

Search

Home > Marketplace offers > Private offers > Contoso for Adatum

Offer setup

Review and submit

Contoso for Adatum| Offer setup   💾 Save   🗑 Delete   📄 Review and submit

Configure your private offer with customer and term details and add the partner you'll be working with. Learn more ↗

Offer ID: 6d2993c7-160e-4c29-8918-c0746d94525d

Customer information

Customers will need to provide the publisher with their billing account ID – customers can run the eligibility check tool ↗ and download the report to identify their billing account ID and check if they are approved to purchase via the marketplace. Alternative ways to find the billing account ID can be found in the Azure portal ↗ For customers with an Enterprise Agreement (EA) with Microsoft, billing account ID is the same as their EA enrollment number.

Customer billing account ID *

XXXXXXX

Description

Description for your reference. This will not appear on your private offer.

Partner information *

Select the partner you want to authorize to sell your products per the offer terms specified below. Only one partner can be added to the private offer. Learn more ↗

＋ Add partner   🗑 Remove partner

☐ Partner name   Seller ID

You haven't added a partner

Click **Add partner** to get started.

12345678

Specify your private pricing start and end dates

Customer terms

Customer start date * ⓘ

The customer start and end date determines how long the private offer price will apply to customer purchases during that time. This is different from the offer subscription start and end date. Determine whether the offer should start on the day it's accepted by the customer or on a specific month. If a private offer is extended to a customer of a pay-as-you-go product, selecting Accepted date will make the price applicable for the entire month, regardless of when the agreement is started.
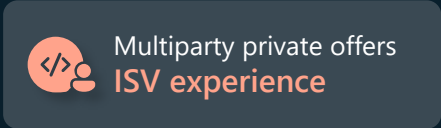
◯ Accepted date

◯ Specific month

Customer end date * ⓘ

The private offer will be available through the last day of the selected month.

[▾]   [▾]

The private offer will end on the last day of the selected month.

Customer accept by date * ⓘ

[📅]

Add your customer terms and contacts

Customer terms and conditions ⓘ

Upload a copy of the terms and conditions you want your customer to accept as part of the private offer, up to five total attachments. Your terms and conditions must adhere to the Microsoft Publisher Agreement ⧉ and Microsoft-supported billing models and offer types. Learn more ⧉

＋ Add terms and conditions (PDF)   🗑 Delete file

☐ File name	Customer-facing document name *	Uploaded by
☐ File Name.pdf		Contoso

Notification contacts

Provide contact email addresses for people within your company who should be notified of any changes in the private offer status. Enter up to five contacts. Learn more ⧉

＋ Add contact   🗑 Delete contact

☐ Contact email address
☐

Add your products

Microsoft Partner Center

Search

Home > Marketplace offers > Private offers > Contoso for Adatum

Offer setup

Review and submit

Contoso for Adatum| Offer setup ⊟ Save 🗑 Delete 📄 Review and submit

Provide contact email addresses for people within your company who should be notified of any changes in the private offer status. Enter up to five contacts. Learn more⊠

☐ + Add contact 🗑 Delete contact

☐ **Contact email address**

☐ contoso@contoso.com

Product offers*

Add the offers or plans you authorize your partner to sell. You'll set the price to your partner, and your partner will be able to adjust the customer price separately. A total of 10 products can be added to any private offer. Learn more⊠

[+ Add offer] 🗑 Delete offer

☐ Offer name ↓	Plan name	Offer type	Price type

You haven't added any private offer

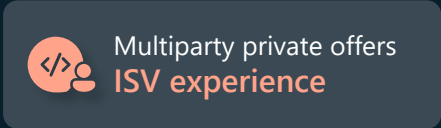Click **Add offer** to get started.

Sales note

Information entered here will not be visible to your partner or your customer and will only appear in your marketplace reporting within the download exports for the orders, usage, and revenue dashboards and through programmatic API access to marketplace analytics.

Notes

Use for additional information about this offer. Don't use personally identifiable information like name or e-mail address.

Set your partner price

Product offers*

Add the offers or plans you authorize your partner to sell. You'll set the price to your partner, and your partner will be able to adjust the customer price separately. A total of 10 products can be added to any private offer Learn more

+ Add offer   🗑 Delete offer

Offer name ↓	Plan name	Offer type	Price type	Partner price ⓘ	Status
☐ Contoso Plan 1	Contoso AA 1	Default consumption plan	Absolute price	Configure price	○ Draft

Sales note

Information entered here will not be visible to your partner or your customer and will only appear in your marketplace reporting within the download exports for the orders, usage, and revenue dashboards and through programmatic API access to marketplace analytics.

Notes

Use for additional information about this offer. Don't use personally identifiable information like name or e-mail address.

Multiparty private offers (Partner experience)

Click on the 'Multiparty private offer'

Microsoft Partner Center

Search

Home > Marketplace offers > Private offers

Overview

Private offers

Marketplace offers | Private offers

Customers   CSP Partners   **Multiparty**

Create private offers that include additional partners to give your customers more options. Learn more ⬀

+ New private offer   ⧉ Clone   ✎ Upgrade   Withdraw   🗑 Delete   🔗 Copy link   ⟳ Refresh

Filter ∨   🔍 Search

	Name	Partner	Originator	Start	End	Accept by	Last modified (⬇)	Private offer status	Purchase status
☐	Contoso for Adatum	Contoso	No	Accepted date	06/30/2023	06/30/2023	06/09/2023	⟳ Pending partner action	N/A
☐	Contoso for Adventure Works Cycles	Contoso	No	Accepted date	07/31/2023	06/30/2023	06/07/2023	⟳ Pending partner action	N/A
☐	Relecloud for Fourth Coffee	Relecloud	No	Accepted date	06/30/2023	06/14/2023	06/06/2023	⟳ Pending partner action	N/A
☐	Proseware Inc. for Lamna Healthcare	Proseware Inc.	No	Accepted date	07/31/2023	06/30/2023	06/04/2023	⟳ Pending partner action	N/A
☐	VanArsdel for Woodgrove Bank	VanArsdel	No	Accepted date	06/30/2023	06/09/2023	05/31/2023	✓ Accepted	View status
☐	Relecloud for Tailspin Toys	Relecloud	No	Accepted date	06/30/2023	06/09/2023	05/31/2023	✓ Accepted	View status
☐	Contoso for Bellows College	Contoso	No	09/01/2023	09/30/2023	05/31/2023	05/30/2023	✓ Accepted	View status
☐	Proseware Inc. for Nod Publishers	Proseware Inc.	No	09/01/2023	09/30/2023	06/09/2023	05/30/2023	✓ Accepted	View status

Verify information

Microsoft Partner Center

Search

Home > Marketplace offers > Private offers > Contoso for Adatum

Offer setup

Review and submit

Contoso for Adatum| Offer setup   💾 Save   🗑 Delete   📄 Review and submit

Verify the customer information, products, pricing and terms associated to this private offer are correct. Adjust the pricing and optionally add your terms. If there is an issue with the information included on the private offer, request the originator to withdraw it, update it, and resubmit it to you.

Offer ID: 435d348e-62f6-429c-9c17-419e75936d86

Customer information

Customers will need to provide the publisher with their billing account ID – customers can run the eligibility check tool ⧉ and download the report to identify their billing account ID and check if they are approved to purchase via the marketplace. Alternative ways to find the billing account ID can be found in the Azure portal ⧉ For customers with an Enterprise Agreement (EA) with Microsoft, billing account ID is the same as their EA enrollment number.

Customer billing account ID *

XXXXXXX

Description

Adatum Quote 35865

Partner information

Partner name ↓

Contoso

Add your customer terms

Microsoft Partner Center

Search

Customer terms and conditions ⓘ

Upload a copy of the terms and conditions you want your customer to accept as part of the private offer, up to five total attachments. Your terms and conditions must adhere to the Microsoft Publisher Agreement ↗ and Microsoft-supported billing models and offer types. Learn more ↗

[+ Add terms and conditions (PDF)]   🗑 Delete file

☐ File name	Customer-facing document name *	Uploaded by
☐ Agreement1.pdf	agreement 1	Contoso
☐ Agreement2.pdf	agreement 2	Contoso

Provide your contacts

Microsoft Partner Center

Search

Notification contacts

Provide contact email addresses for people within your company who should be notified of any changes in the private offer status. Enter up to five contacts. Learn more ⧉

+ Add contact   🗑 Delete contact

☐ Contact email address

☑ cecil.lima@fabrikam.com

Prepared by *

Enter the email address of the person creating the offer. The customer will see this information in the listing and this person will be notified of any changes in the private offer status. Learn more ⧉

cecil.lima@fabrikam.com

Adjust the customer price

Microsoft Partner Center

Search

Product offers

Set the price increase to the customer as a percentage. Use your partner price as the starting point to apply your adjustment. You can configure the customer adjustment percentage with up to 8 decimals. The adjustment you enter here will be used to calculate the customer price. Learn more ⬀

ⓘ Prior to any sales, provide all valid resale certificates for your company to Microsoft. Learn more ⬀

Offer name	Plan name	Offer type	Price type	Partner price	Customer adjustment %	Status
Contoso Plan 1	Contoso AA 1	Default consumption plan	Absolute price	View price	Enter % increase	✓ Complete not submitted

Sales note

Information entered here will not be visible to your partner or your customer and will only appear in your marketplace reporting within the download exports for the orders, usage, and revenue dashboards and through programmatic API access to marketplace analytics.

Notes

Use for additional information about this offer. Don't use personally identifiable information like name or e-mail address.

Send the offer to your customer

Multiparty private offers
Partner experience

Microsoft Partner Center

Search

Home > Marketplace offers > Private offers

Overview

Private offers

Marketplace offers | Private offers

Customers   CSP Partners   **Multiparty**

Create private offers that include additional partners to give your customers more options. Learn more ⊡

| + New private offer	Clone	Upgrade	Withdraw	Delete	Copy link	Refresh		Filter ∨	Search

	Name	Partner	Originator	Start	End	Accept by	Last modified (↓	Private offer status	Purchase status
☑	Contoso for Adatum	Contoso	No	Accepted date	06/30/2023	06/30/2023	06/09/2023	⟳ Pending acceptance	N/A
☐	Contoso for Adventure Works Cycles	Contoso	No	Accepted date	07/31/2023	06/30/2023	06/07/2023	⟳ Pending partner action	N/A
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☐	VanArsdel for Woodgrove Bank	VanArsdel	No	Accepted date	06/30/2023	06/09/2023	05/31/2023	✓ Accepted	View status
☐	Relecloud for Tailspin Toys	Relecloud	No	Accepted date	06/30/2023	06/09/2023	05/31/2023	✓ Accepted	View status
☐	Contoso for Bellows College	Contoso	No	09/01/2023	09/30/2023	05/31/2023	05/30/2023	✓ Accepted	View status
☐	Proseware Inc. for Nod Publishers	Proseware Inc.	No	09/01/2023	09/30/2023	06/09/2023	05/30/2023	✓ Accepted	View status

Multiparty private offers (Customer experience)
Customer purchase flow

Email from partner

Private offer management

Accept offer
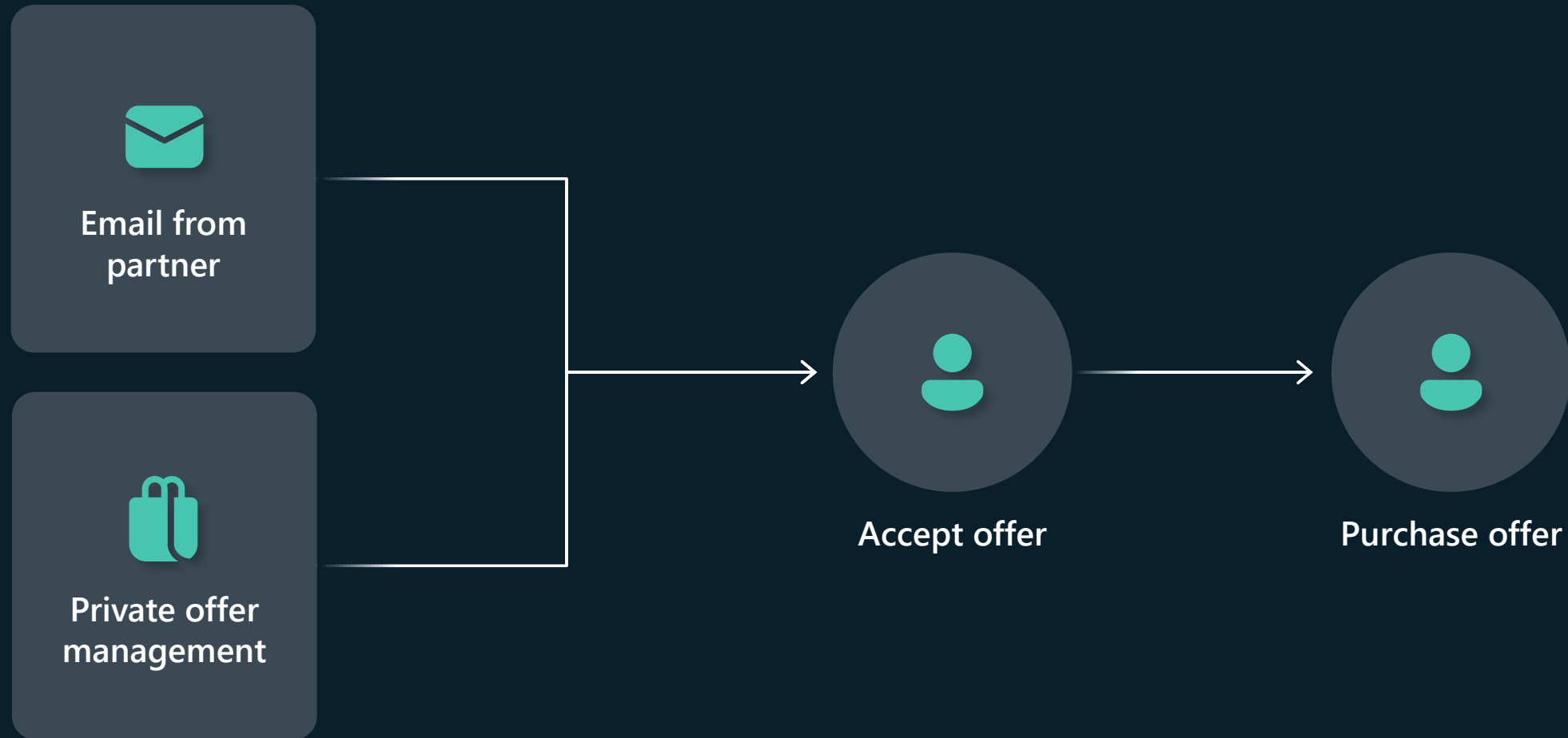
Purchase offer

Required permissions

Accept offer

EA admin (EA Accounts)

BA owner (MCA Accounts)

Purchase offer

Subscription owner
or contributor

Private offer acceptance

Private offer acceptance

Multiparty private offers
Customer experience

Microsoft Azure — Search resources, services, and docs (G+/) — Copilot

Contoso for Adatum

① Review the Private Offer details and the terms and conditions that apply to it, then accept the offer. This offer is on the billing account level. Learn more about billing scopes

Prepared for
Adatum
1 Microsoft Way
Redmond, WA 98052
US

Private Offer details
Contoso for Adatum
Valid until July 19, 2023 at UTC

Private Offer term
Start date – Upon Acceptance
End date - July 31, 2024 at UTC

Prepared by
cecil.lima@fabrikam.com

Anything missing or incorrect? Contact cecil.lima@fabrikam.com

Items in this private offer
These prices and non-pricing parameter changes will be applied after you accept this offer.

Product name	Plan	Product type	Billing term	Price type	No. of users	Private Offer price	Subtotal (USD)
Contoso for Adatum	Plan	SaaS	1-month	Absolute	1 - 10	$0.1 / user / month	$0.10 - $1.00 for 1 month
Azure Benefit Eligible			1-year			$1 / user / year	$1.00 - $10.00 for 1 year

ⓘ Price changes and past purchases
- For percentage-base discounts: If the product price changes on Marketplace, the same discount will apply to the new price.
- Once the Private Offer is accepted, any past purchases in the product will be affected as follows:
  - Consumption-based: Will be calculated retroactively from the beginning of the calendar month.
  - Seat-based: The discount price will apply from the next renewal.

② Accept the offer, then continue to purchase the included products or services.

Private Offer's attachments and addendums:
Contoso for Adatum Terms

- By clicking Accept Private Offer, you accept the details of the Private Offer and the terms that apply to it.
- Once accepted, continue to get each of the included products in this Private Offer.
- Please note: This private offer's details and terms will be visible to users with Contributor roles or above on the Azure subscriptions related to this billing account.
- You'll see instructions on how to complete the process in the next step.
- See all Private Offers in the Private Offers management screen in the Azure portal marketplace. Learn more

Accept Private Offer

Private offer purchase

Private offer purchase

Private offer purchase

Private offer purchase

Build your Marketplace channel practice

The **4 steps** to building a successful practice, remove friction, and build for growth

Foundation

Enablement

Execution

Scale & Grow

Building a cloud marketplace resell practice **=** Holistically driving platform adoption across our customers, to deliver procurement transformation & application modernisation

Microsoft marketplace Channel Practice Builder

The 4 steps to building a successful practice, remove friction, and build for growth

Foundational | Enablement | Execution | Growth

Marketplace Channel Practice Builder Framework (MCPB)
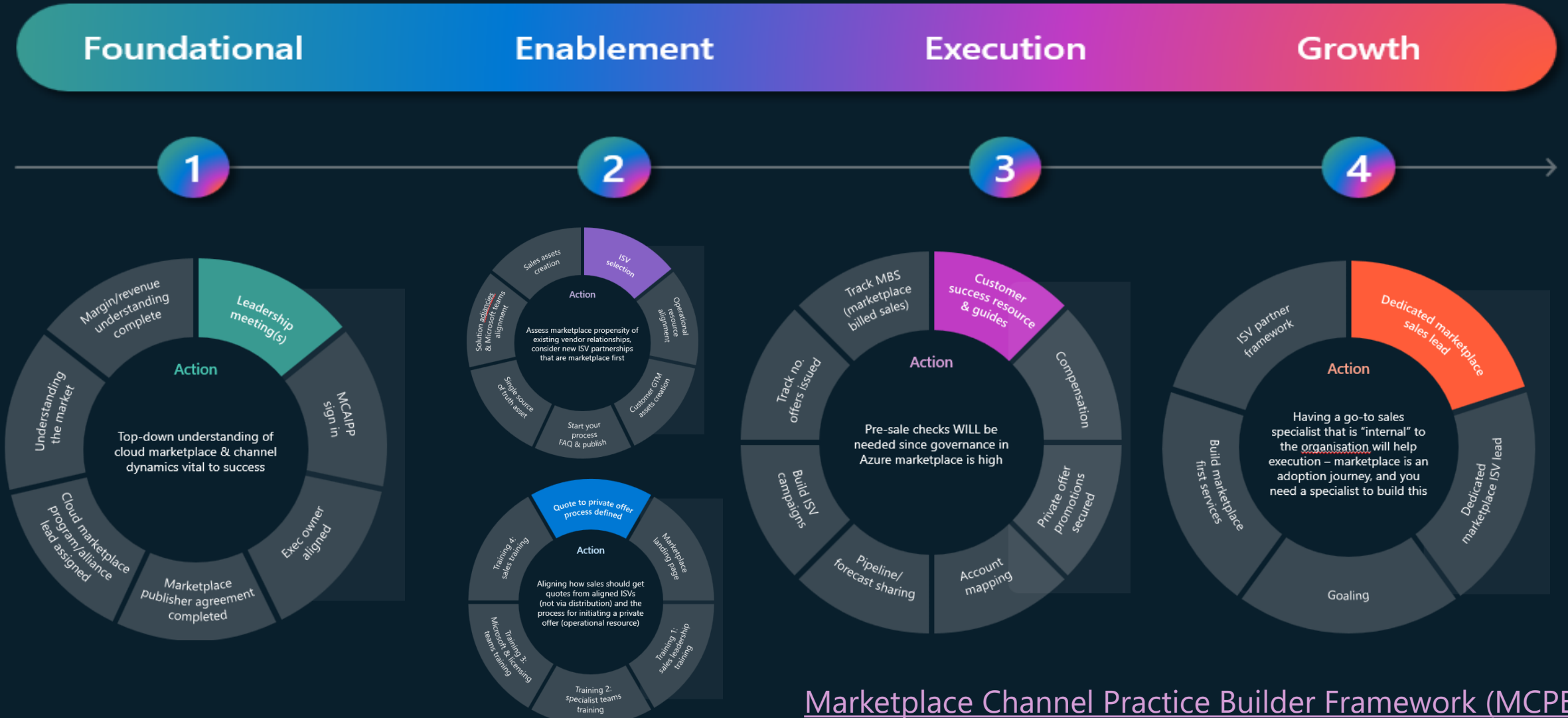
Foundation

Gain top-down understanding of cloud marketplaces and channel dynamics

GOAL

Align stakeholders – define owners

Leadership meetings & stakeholder definition

Executive alignment – leadership owner

Cloud marketplace program/alliance lead

Understand Margin vs revenue

Microsoft AI Cloud Partner program

Sign in to Marketplace - Microsoft publisher agreement

Understand the market with data & assets
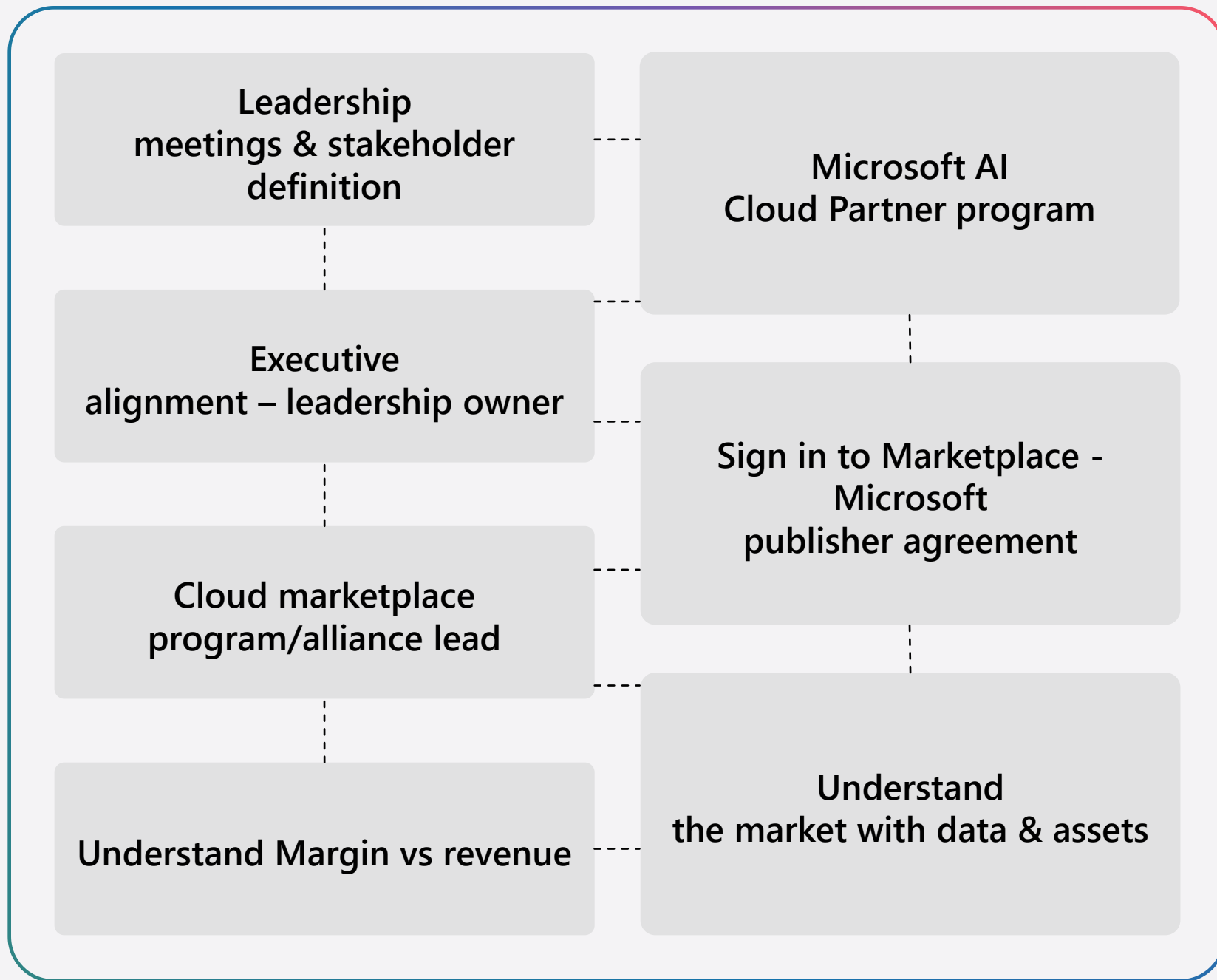
Enablement

Define the processes, set the precedants, enable varied stakeholders to understand and engage effectively

GOAL

Create understanding and remove barriers to execution

Quote to private offer process defined	Microsoft Marketplace landing page
Training 1: sales leadership training – where to engage	Training 2: specialist teams training – setting the technical precedent
Training 3: Microsoft aligned teams training	Training 4: sales function training – how to engage
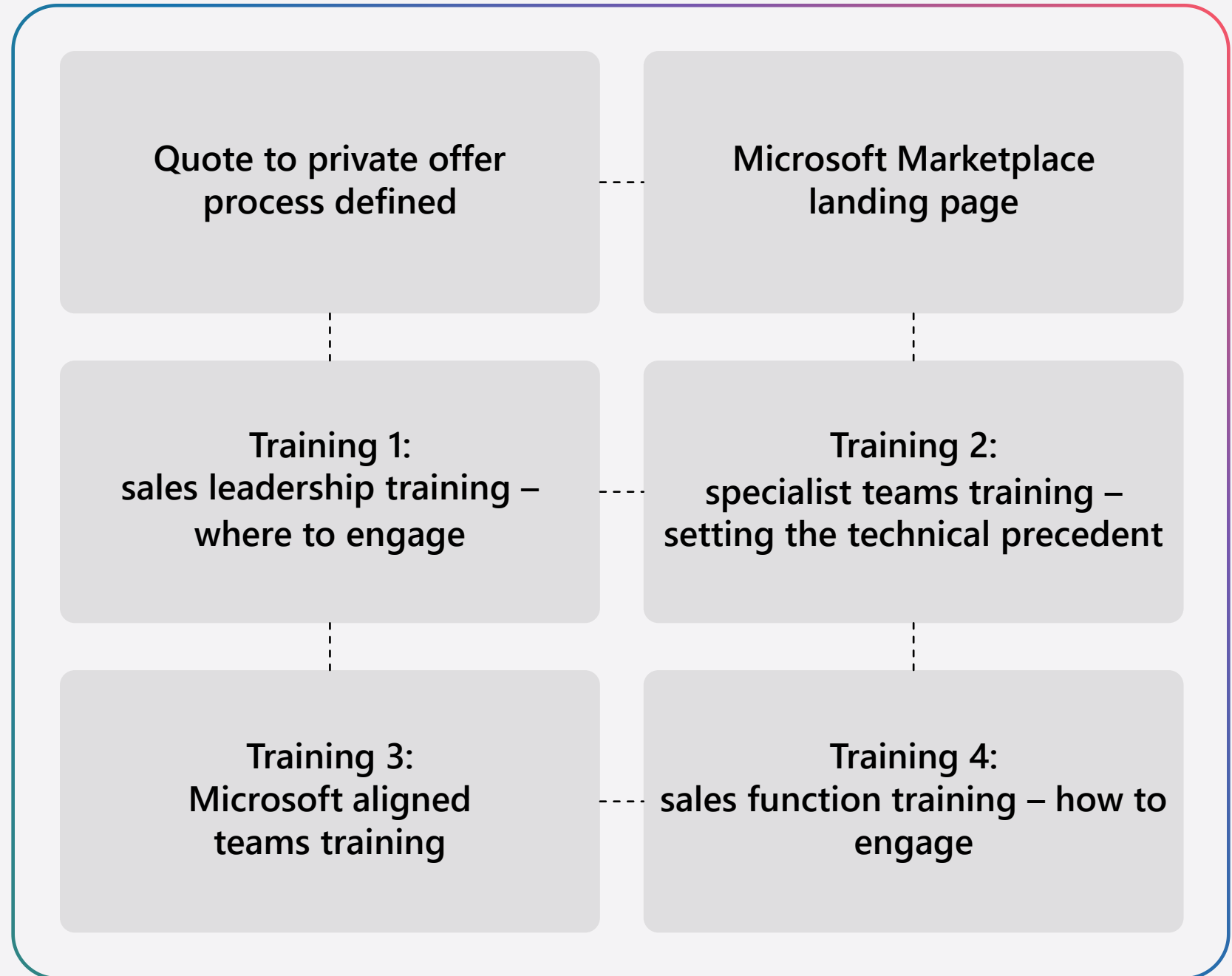
Enablement – continuous

Build depth and trust in the process across multiple departments, learn, share and document

GOAL

Build competence and ownership
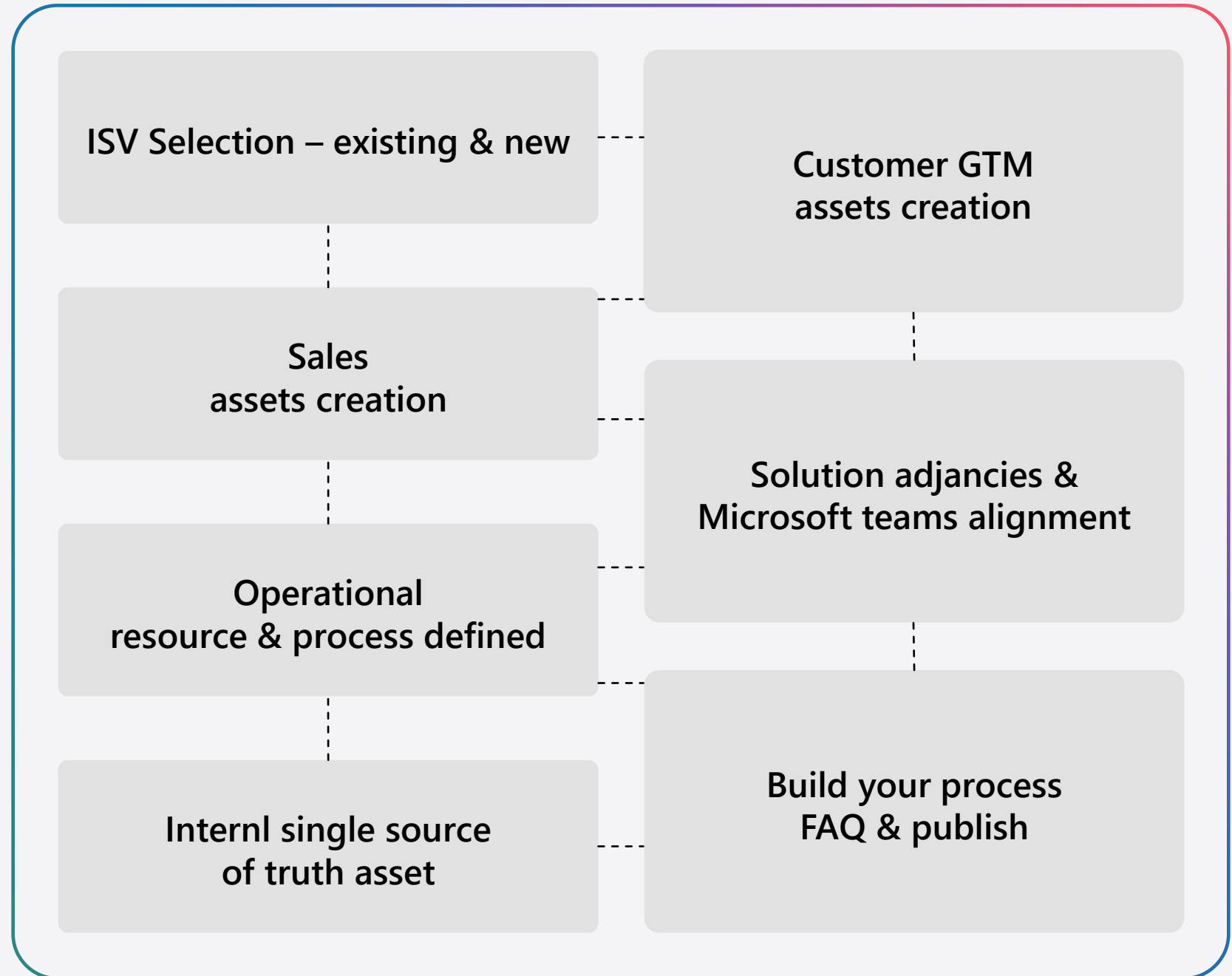
ISV Selection – existing & new

Sales assets creation

Operational resource & process defined

Internl single source of truth asset

Customer GTM assets creation

Solution adjancies & Microsoft teams alignment

Build your process FAQ & publish

Execution

Enable cross functional leadership, ownership and measurement, define go to market strategy

GOAL

Automate and operationalize at scale

Customer success resources	Compensation
Promotions & Marketplace rewards	Account mapping
Pipeline and forecast sharing	**Campaigns**
Reporting & visibility by ISV & transaction count	**Track Marketplace Billed Sales (MBS)**

Build your Marketplace channel practice

Foundation

Gain top-down understanding of cloud marketplaces and channel dynamics

Align

Enablement

Define the process, build depth and trust across all stakeholders learn, share and document

Experiment

Execution

Enable cross functional leadership, ownership and measurement, define go to market strategy

Embed

Scale & Grow

Execute with efficiency, refine processes and drive proactive behavior to capture new margin opportunities

Accelerate

Aka.ms/MarketplaceChannelPracticeBuilder

Coselling - What makes a great Microsoft ISV + opportunity for our sellers?

A GOOD lead:

1. Runs on Azure
2. IP co-sell ready ISV
3. MACC eligible for customer
4. BANT qualified lead shared via PC
5. Customer references exist for solution

+

A GREAT lead:

1. A marketplace first proposition
2. 3 x industry references in my geo
3. A better together story which drives:
   - Azure OpenAI
   - New native Azure services
4. A new LoB area or new customer insight
5. Ecosystem conflict is considered
6. A regular update on progress & actions

Microsoft

| Customer account intelligence | Stakeholder mapping & engagement | Access to MACC, commercials & budget cycle | Partnership landscape in account | Project / opportunity landscape |

(3) Feed | LinkedIn | Sales Navigator | UK Multiparty Private Offer | Meet with Darren at Micros | Read Me - MER - Pipeline F | Customer View - FY26 MER | Step 1 - Prepare your accou | MPO MBS Summary.xlsx | Account: 360: British Sky Br | FY25 UK Enterprise MAL Se | Marketplace Summit learnir

https://www.linkedin.com/smart-links/AQFVpXFW1oRNXQ/d8b2a385-1fce-40cc-ac24-990df0b9d67f

Darren Sharpe

UK Multiparty Private Offer Enablement Assets

5 expert level tips for building a Microsoft M...
PDF, 2 pages

NEW July 2025 Marketplace Customer Value ...
PowerPoint presentation, 54 slides

Customer Procurement Transformation with ...
PowerPoint presentation, 87 slides

Multiparty private offer - Channel Partner O...
PowerPoint presentation, 21 slides

4-8-25_Multiparty private offer eligible chan...
PDF, 11 pages

Getting started with MPO.pdf
PDF, 50 pages

Multiparty Private Offer Reporting for Chan...
PDF, 9 pages

MPO Channel Alignment Plan on a page for ...
PDF, 2 pages

Privacy policy   Cookie policy

Powered by LinkedIn

Aka.ms/UKMPO

5 Expert level tips for building a Microsoft Marketplace Channel Business

1. Be Deliberate and Proactive with Your Cloud Marketplace Sales Strategy

Tip: *Don't let marketplace be the last mile—make it the first move.*

A reactive, customer-driven approach to reselling through cloud marketplaces risks positioning the platform as merely a transactional endpoint. This not only limits the size and scale of the opportunity but also forfeits early-cycle commercial advantages. By contrast, a deliberate and proactive strategy embeds marketplace into the entire sales lifecycle—from discovery to close. Many ISV partners use MEDDPICC as a sales methodology, and increasingly include Microsoft Marketplace as a lever during the value creation, stakeholder definition, and champion identification stages. This elevates the marketplace from a procurement tool to a strategic enabler, helping partners expand deal scope, accelerate timelines, and increase co-sell success. When channel partners mirror this intentionality—by building marketplace into their go-to-market plans, sales enablement, and customer conversations—they unlock greater influence and commercial impact. Marketplace becomes not just a way to transact, but a way to shape the deal.

2. Embrace Partner-to-Partner Co-Selling via the Marketplace

Tip: *Treat marketplace selling as a team sport.*

Proactively embed partner-to-partner co-selling into your marketplace strategy by working

〈 1/2 〉   ⊕ ⊖   100%   ⛶

Mastering the Marketplace

Mastering the Marketplace

SaaS

SaaS for developers

SaaS Accelerator

Managed Applications

Virtual Machines

Container offers for K8s apps

Professional Service offers

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Mastering the Marketplace

You have reached the the most comprehensive on-demand content available to help you develop transactable offers for the Microsoft commercial marketplace. This site features instructional videos, interactive hands-on labs, and sample code to provide a better understanding of the marketplace.

Choose your offer type

Deciding which offer type to use? This page is for you.

The included decision tree and supporting video will help you understand the different offer types and choose the one best suited for your solution.

Take me to it

Mastering Partner Center

Partner Center is the web portal used to create and publish offers. Learn more about Partner Center in this ever-expanding multi-part course on how to use the portal to publish offers.

Take me to it

Mastering SaaS offers

Get started creating, publishing, and purchasing SaaS offers in the marketplace. This course is appropriate for anyone interested in SaaS offers..

Mastering SaaS offers (for developers)

This comprehensive technical content takes you through all you need to get a SaaS offer up and running. From landing pages to webhooks, the

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Private offers in Partner Center

This learning path focuses on private offers in the marketplace. It covers the ISV, customer, and even Cloud Solution Provider (CSP) points of view.

With rich explanations and in-depth demonstrations, this learning path takes you through all the topics that you'll need to know to create and effectively use marketplace private offers.

1. Private offers overview
2. Private offers vs. private plans
3. Accepting and purchasing a private offer: The customer experience
4. Creating private offers for customers
5. Creating multiparty private offers for ISVs
6. Overview of CSP partner private offer for ISVs
7. Creating a CSP partner private offer for ISVs
8. Purchasing CSP partner private offers for CSP partners
9. Creating multiparty private offers for selling partners

Private offers overview

Video | PDF

Learn how private offers work for marketplace publishers offering them directly to customers. This module provides an overview of private offers and explores some deeper details about how they work.

https://microsoft.github.io/Mastering-the-Marketplace/

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Choose your Azure marketplace offer type

If you are deciding which offer type you will be creating, this page is for you. Primary considerations for choosing an offer type include deployment architectures and billing models. This page has resources to help walk through these topics as well as any others related to getting started.

The Azure Marketplace enables several types of deployment architectures. Are you unsure of which type of offer you need to bring your solution to the Microsoft commercial marketplace? The following model walks through which offer type is a good fit for your solution.
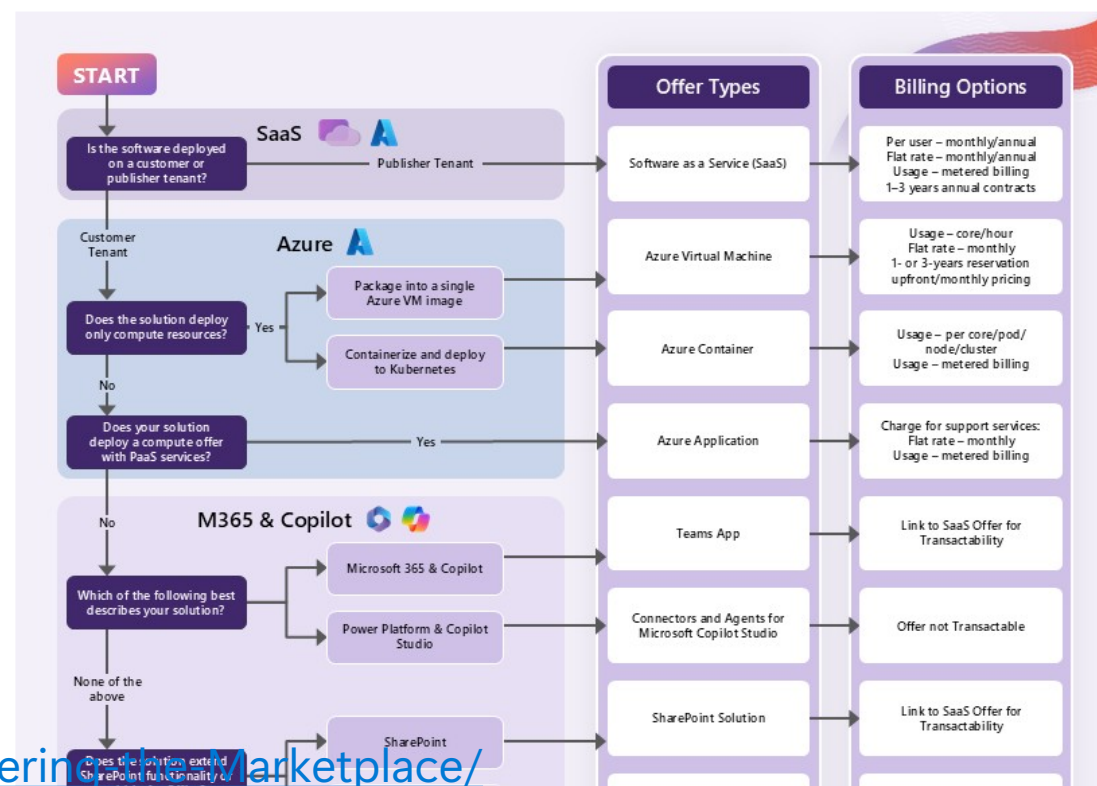
https://microsoft.github.io/Mastering-the-Marketplace/

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Unlock Microsoft Marketplace Growth with NEW Resale Enabled Offers - for Channel Partners

Details

Learn how **Resale Enabled Offers (REO)** empowers channel partners to deliver more value by reselling ISV solutions through the Microsoft marketplace. This session will highlight how REO streamlines procurement, strengthens customer relationships, and opens doors to differentiated offerings. We'll share actionable guidance on adopting REO and unlocking new growth opportunities in a partner-first ecosystem.

Register

📅 Mon, 08 Dec
🕐 10:00 - 11:00 GMT
📍 Online

Speakers (2)

Darren Sharpe in

Sr Ptnr Sol Sales Mgr
UNITED KINGDOM

Darren is a seasoned professional in the IT channel and cloud marketplace domain, with 30 years of channel ecosystem experience. Having previously worked across many UK partners, Channels at Cisco, and AWS Marketplace in EMEA, Darren is currently the Azure Marketplace Services partner ...

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Contact Annie Clemo for further information

annie@noteworthy.support

Thank you

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UK Marketplace Services Partner Lead

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LinkedIn: MarketplaceSharpe

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