



# Get started guide for ISVs

Let's build together



# You build great applications.

The Microsoft Partner Network delivers a benefit-rich program to help you reach customers and turn your solutions into a profitable business.



## **Elevate your product**

Get access to the development tools and product knowledge that you need to always keep your solutions and services on the leading edge of technology. Microsoft offers simple certification and competency processes and give you access to marketplaces to maximize exposure.



## **Reach more customers**

Use Microsoft's extensive sales and marketing channels to connect to customers looking for your application or service to get to customers faster and more easily.



## **Create your own channel**

Take advantage of Microsoft partner channels to expand your product offerings and sales channels so you can do a better job of reaching customers.

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# Agenda

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1. Why Cloud & Microsoft
  2. Select the desired Microsoft Partner Network program option
  3. Manage your membership in Partner Center
  4. Access training with your MPN membership
  5. Modernize your application
  6. Publish in Cloud Commercial Marketplace
  7. Expand your customer footprint with the Microsoft Co-sell Program
  8. Access sales and marketing resources
  9. Understand support options
  10. Get connected with Microsoft Canada

Your success is our goal and we're here to help you achieve it.  
For us, that's the purpose of partnership.

# Why cloud & Microsoft

- Learn more about the [top benefits for Cloud Computing](#).
- Understand why you should consider the [Microsoft Azure cloud](#).
- If you are evaluating [Azure vs AWS](#), you can find resources that show you how you can pay less with Azure, be more secure, deploy a hybrid cloud scenario easily with Azure, and be future-ready.
- Estimate the cost savings you can get by migrating your workloads to Azure with the [Total Cost of Ownership Calculator](#).
- Create your [Azure free account](#) today and get started with 12 months of free services.
- Learn about [Dynamics 365](#) and how you can accelerate your success with a connected business cloud.
- Learn how to build apps for [Microsoft Teams](#) and access resources.







# Select the desired Microsoft Partner Network program option

- 01 Learn how Microsoft can help you develop, publish and market your app in the [ISV Hub](#).
- 02 Enroll into the [Microsoft Partner Network](#) and access resources to help grow your business.
- 03 Upgrade to [Action Pack](#) subscription to access additional benefits such as Visual Studio Professional to help you succeed as a developer on Microsoft and other platforms. Access the latest Microsoft software licenses, get support through all stages of your business from development to going-to-market.
- 04 Application developers can help customers evolve with line-of-business applications built on Microsoft Dynamics 365 and Power Platform by joining the [ISV Connect Program](#) for Dynamics partners.

# Manage your membership in Partner Center



[Partner Center](#) is where you can manage your entire relationship with Microsoft such as Microsoft Partner Network programs (ie: Action Pack), [benefits](#), get software license keys, assign licenses, subscription and other benefits.



A great place to get started with Partner Center is to review the [Partner Center Documentation](#).



For your Action Pack subscription, activate your **Microsoft Internal Use Rights (IURs)** in the [Partner Dashboard](#) to meet your product development, testing and internal business needs.



Activate your [Referral Engine](#) to increase your visibility to customers by creating a business profile in the [Partner Dashboard](#).

# Access training with your MPN membership



Access role-specific learning paths through the [Training Center](#) to start building your team's skills on Microsoft products and solutions.



Check out our quick starts, tutorials, API reference, and code examples on [Microsoft Docs](#) for end users, developers and IT professionals.



[Microsoft Virtual Training Days](#) provides accelerated remote event offerings, covering a range of technical topics for Microsoft Azure, Microsoft 365 and Microsoft Dynamics 365.



# Modernize your application

- Take your customer's business to the next level and unlock the true power of [data](#), no matter where it is. Discover the best ways to integrate [Artificial Intelligence](#) into your business. And make things happen with the industry's leading platform for [Internet of Things](#) (IoT).
- Whether you're looking to build, migrate or modernize an application, the [SaaS Solution Guide](#) can help get your idea in front of the largest customer base in the industry.
- [Azure Security Center](#)
- [An ISV's guide to cloud migrations](#) can help you grow your revenue, reach more customers in new markets, set your business apart from competitors and improve margin and agility.

[Five steps to modernizing your data](#) show you how to meet the growing market demand for cloud-based solutions, improve your margins, and reach more customers in new markets with a modern data platform



# Modernize your application (continued)

- With [Solution Workspace](#), you're just a few clicks away from carefully selected tools, resources, and technical specialists, allowing you to track an idea from its first steps to customer availability. It offers actionable steps and resources – no matter what you build.
- Get personalized [technical guidance](#) that will help your team grow your business capabilities faster with the support of Microsoft technical consultants. To submit a request, follow the link.  
<https://aka.ms/TPDMSForm>.
- Nominate yourself to [a Cloud Enablement Desk](#) engagement to connect one-on-one with a Microsoft technology specialist who can help you understand your benefits, get your solution into marketplace or become co-sell ready.
- Application developers can help customers evolve with line-of-business applications built on Microsoft Dynamics 365 and Power Platform by joining the [ISV Connect Program](#) for Dynamics partners.



# Publish in Cloud Commercial Marketplace



What is the Commercial Marketplace? Promote your applications and services on Azure Marketplace. Create an account on commercial marketplace account in Partner Center. What you need to know about commercial marketplace partner and customer usage attribution. Review the Marketplace Publisher's Guide for additional information



Commercial Marketplace [Quick Start Guide and Videos](#). Additional [tips](#) on creating the best offer listing. [How to get featured](#) in AppSource and Azure Marketplace.



Leverage additional Marketplace [Resources](#) to get you started, quick resource guides. Commercial marketplace [transact capabilities](#).



[AppSource offer publishing guide](#) for Microsoft 365, Dynamics 365, Power Apps, and Power BI.



# Expand your customer footprint with the Microsoft Co-sell Program



As part of our shared commitment to growth, [Co-sell with Microsoft](#) is the path to be discovered, deliver your expertise, and expand your customer footprint for positive customer outcomes. Listen to the [on-demand session](#) from Microsoft Inspire and learn more about the Microsoft Co-Sell Program.



Get your [questions answered](#) on Co-sell and access a [collection of resources](#) and [manage co-sell opportunities](#).



[Solution Workspace](#) can provide resources for partners to help them with both getting their solution into marketplace and getting them Co-sell ready



[Cloud Enablement Desk](#) can support partners with getting into marketplace and becoming Co-sell ready

# Access sales and marketing resources



Learn more effective marketing tactics through [Smart Partner Marketing](#) and use Microsoft's [Go-to-Market services](#) to reach more customers



Publish your solution in the [Marketplace](#) so customers, other partners and Microsoft sellers can find your offer



Get the latest news on solutions, services, and business opportunities in the [Canadian Partner Zone](#)



Connect with [Ingram Micro](#) or [Arrow](#), **Microsoft Indirect Providers**, who provide an excellent opportunity for ISVs to accelerate their business growth and customer reach through multiple complementary programs, from Marketing and Professional Services and technical support





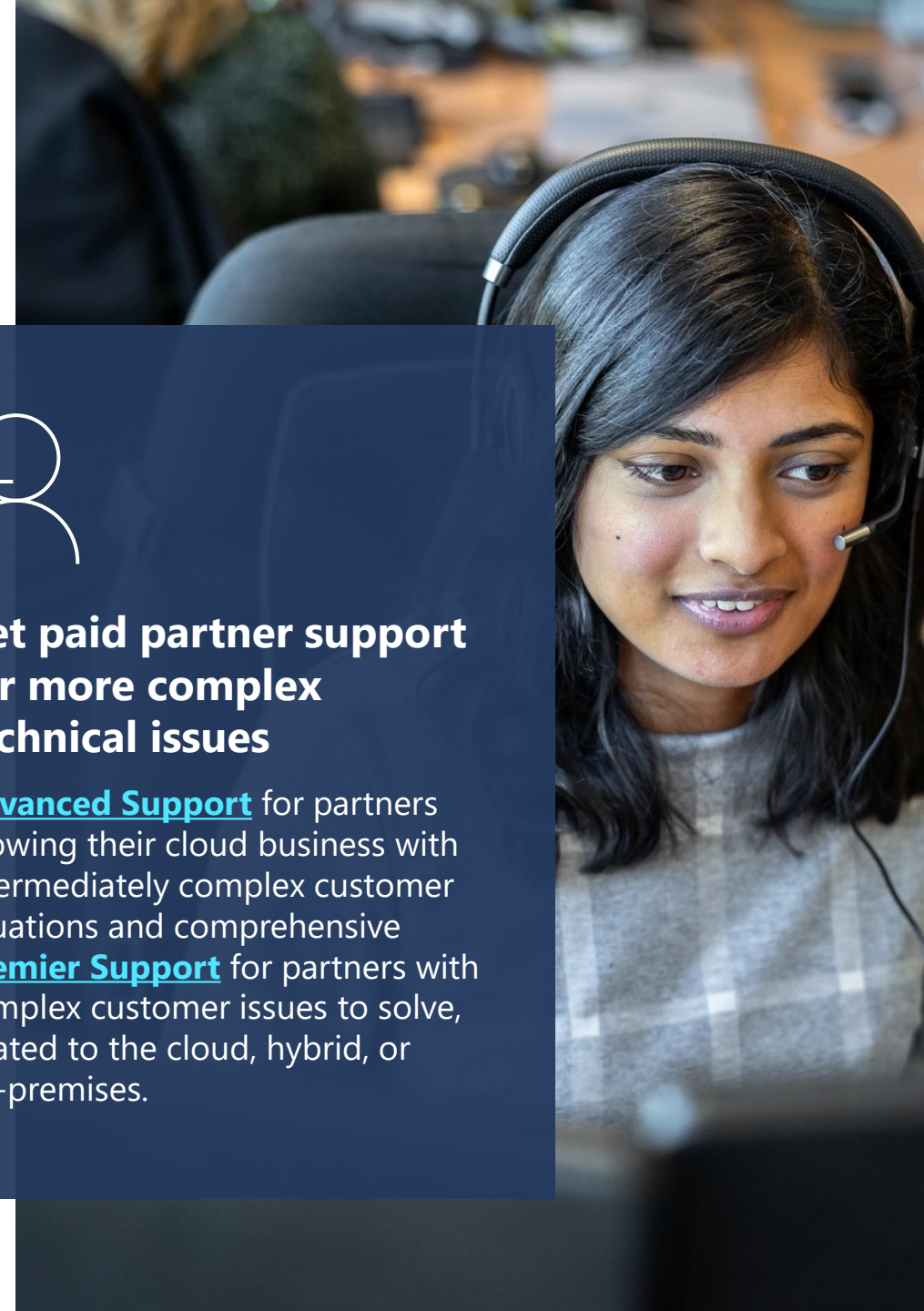
# Understand support options

- Open a support ticket from within [Partner Center](#) to leverage your support benefits.
- Utilize the [Partner Support Community](#) to problem solve with other partners and professionals.
- Have a Cloud Competency? Solve any technical cloud product issue with [Signature Cloud Support](#).



## Get paid partner support for more complex technical issues

[Advanced Support](#) for partners growing their cloud business with intermediately complex customer situations and comprehensive [Premier Support](#) for partners with complex customer issues to solve, related to the cloud, hybrid, or on-premises.



# Get connected with Microsoft Canada



Find us on Twitter  
[@MSDevCA](https://twitter.com/MSDevCA)



Join the [Microsoft Partner Community](#) to find local updates and connect with partners around the globe



Register for  
[Microsoft Inspire](#)  
or watch on-demand sessions