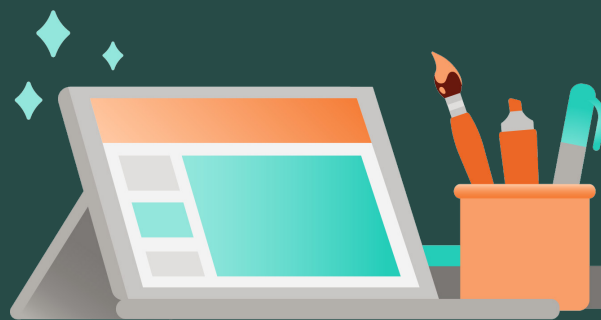Microsoft

Why Microsoft Cloud for independent software vendors

A quick guide on how Microsoft Cloud and the commercial marketplace helps drive opportunity and efficiency

SIGN UP FOR THE PROGRAM

Let's build together

In today's world, your cloud provider is your partner. Choose a partner vested in your success—Microsoft has a strong track record and robust partner ecosystem dedicated to your growth. So, whether you're coming from another cloud, refactoring your application, or preparing for a more sustainable future, Microsoft is a partner you and your customers can trust.

Microsoft Cloud helps app builders drive robust demand for their apps and services by opening the door to one of the largest customer bases in the world. Leveraging the commercial marketplace unlocks access to 95% of the world's Fortune 500 companies and gives you the agility you need to build future-ready apps for your customers.

Launch your application with ISV Success program (Public Preview)

ISV Success program (public preview) is a nine-month partnership designed to help independent software vendors (ISV) build well-architected apps on Microsoft Cloud platforms and publish into our commercial marketplace.

With curated content specifically for (ISV), marketplace publishing support and more, this program will ensure a successful application launch in the Microsoft Cloud and commercial marketplace.

How the program helps you

The ISV Success program (public preview) supports you across your journey as you develop and publish, including:

Developing applications built on or integrated with Microsoft Cloud platforms

Publishing applications to the commercial marketplace to Microsoft customers

Growing application sales through effective go-to-market (GTM) strategies

Rewarding applications that are most successful in-market

The ISV Success Program (public preview) supports multiple application development scenarios, including apps not yet in the market, not built in the Microsoft Cloud and commercial marketplace — even apps hosted in a competitive cloud.

Sign up for Public Preview →

With ISV Success program (public preview) gain access to $128k USD worth of software.

Get software to architect your app

Get access to software, tools, access to experts, personalized recommendations, and other best-in-class resources you need to build solutions, including:

PRODUCT	INCLUDES	RETAIL PRICE (USD)
Microsoft Azure	Use for any Azure services	$5,000
GitHub Enterprise Cloud subscription	20 seats 24/7 support	$5,040
Visual Studio subscription benefits	25 users Visual Studio 2022 Enterprise Visual Studio for Mac 2022 Azure DevOps Basic + Test plans	$75,000
Azure Standard support plan	Submit issues 24/7 Unlimited tickets <1 hour response times	$1,200
Dynamics 365 Sales, Field Service and Customer Service partner sandbox	25 seats Revenue forecasting	$40,500
Microsoft 365 E5 developer subscription	25 seats 24/7 support	Free

1:1 Advisory consultations for your apps success

Work one-on-one with an expert consultant to plan your application development, design and review your solution architecture, and publish to the commercial marketplace.

Advisory consultations with an expert:

Architectural design and development support

Integration Support

Migration/Replication Support

Modernization Support

Leverage the community to scale your business

Grow your business through Microsoft Cloud and the commercial marketplace using the best practices through self-serve resources and live workshops.

Receive guidance from experts in building out your **strategy for generating success** through the Microsoft Cloud and the commercial marketplace.

Leverage the community to provide guidance on channel strategy, product strategy, business processes, and sales and marketing approach for the commercial marketplace.

Improve your solution listing in the commercial marketplace through personalized support and feedback.

Expand your potential reach to more than four million monthly marketplace users across 140 "geographies".

Microsoft

Next steps you can take to scale your business

If you build and sell software, the Microsoft Cloud and the commercial marketplace can be your growth multiplier.

JOIN THE PROGRAM →

LEARN MORE HERE →