Disclaimer

This document provides only a high-level description of intent. Individual answers should be interpreted in the context of the Business Applications Addendum, program overview, and related answers. Microsoft partners' participation in the Business Applications ISV Connect program is governed by applicable Microsoft partner, publisher, and program agreements, including the Business Applications Addendum. This document is not an offer, nor is it part of an agreement between you and Microsoft. All content provided in this document is provided "as is," and Microsoft makes no warranties, express or implied, regarding such content.

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Program overview and benefits FAQ

Q. Who is the Business Applications ISV Connect program for?
A. The program is designed for partners who build, publish, or transact repeatable software for use with Microsoft’s Business Applications.

Q. What is the Business Applications ISV Connect program?
A. Established in 2019, the Business Applications ISV Connect program was created to help ISVs build business applications faster and engage with Microsoft to create shared success. The program provides ISVs with a modular application development platform, leads from Microsoft AppSource, integrated data service, ISV license management capability, discounted internal-use product licenses, and flexible go-to-market resources to quickly build the apps their customers need. The core objective of the program is to facilitate the growth of quality, secure, high-performing solutions for Microsoft Dynamics 365 and Microsoft Power Platform. For more information, please review the program guide or connect with other ISV Connect partners here.

Q. What program changes were announced at Inspire 2021?
A. We enhanced the program to enable innovation and growth by making it easier for you to build and sell with Microsoft. These changes, which are generally effective starting in October 2021, include:
- Reduced revenue sharing fees.
- Access to program benefits upon joining the program with additional benefits at reduced thresholds.
- Simplified eligibility and more consistency across Microsoft cloud programs.
Through these changes, we are continuing the core objective of the program: to facilitate the growth of quality, secure, high-performing solutions for Dynamics 365 and the Power Platform.

Q. What are the benefits of the Business Applications ISV Connect Program?
A. Key program benefits include:
- Modular app development platform: access to a platform designed to give you the ultimate flexibility in how and what you build.
- Integrated data service: Microsoft Dataverse provides a common data service for sharing data across applications.
- Improved cross-cloud integration: seamless integration with Microsoft 365 and Azure.
- Exclusive go-to-market resources: access to program benefits as soon as you join and incremental benefits when you reach revenue sharing thresholds.
- Co-sell: quota retirement and other seller incentives designed to drive co-sell activity, including select incentives to boost momentum for key offers in the marketplace.
Please refer to the program overview for the list of program benefits.

Q: What is the value of building on the Microsoft platform?
A. By joining the ISV Connect program to build on the Business Applications platform, ISVs are able to:
- Build apps faster and accelerate your time to market: Develop secure, enterprise-grade apps up to 75 percent faster using an integrated data service and app platform that significantly reduces development time and costs.
- Maximize application usage and streamline management: Efficiently scale your installed base using exclusive application management services to get better insights into how customers use your application and better control over how you support them.
- Enhance your solutions with the most comprehensive cloud: Differentiate your solution with industry-leading capabilities from Microsoft such as AI and big data analytics as well as global availability and security that customers trust.
- Expand your customer base: Tap into exclusive go-to-market resources available to ISV Connect partners through our Microsoft marketing engines and experts.

Learn more about the benefits [here](#) or read more about the partner opportunity [here](#).

**Q: Is partner participation in the Business Applications ISV Connect program mandatory?**

**A.** All partners with applications in Microsoft AppSource that are built on Microsoft Dynamics 365 are required to join the program. This includes all cloud-based Dynamics 365 Customer Engagement applications, Dynamics 365 Finance, Dynamics 365 Supply Chain Management applications, and Power Apps. For a complete list of included/excluded apps, see the definitions of Business Application and Eligible Application in the [Business Applications Addendum](#). Please note that Dynamics 365 Business Central and Power BI are not in the program.

**Q: How is the ISV Connect program different from the ISV Cloud Embed program?**

**A.** ISV Cloud Embed program provides OEM-like (embedded) licenses for Microsoft (first party) licenses sold together with an ISV’s apps. To obtain embedded Dynamics 365/Power Apps licenses through the ISV Cloud Embed program, ISVs must participate in the Business Applications ISV Connect program. You can find information on the ISV Connect Cloud Embed program [here](#).

As a reminder, for revenue sharing purposes, the reported “Solution Value” excludes amounts paid to Microsoft for embedded Dynamics 365 and Power Apps licenses in the same transaction.

**Q: Which apps are covered by the Business Applications ISV Connect program?**

**A.** This program covers ISV applications that build upon, extend, or connect with cloud-based Dynamics 365 Customer Engagement solutions, Dynamics 365 Finance, Dynamics 365 Supply Chain Management, and Power Apps. Dynamics 365 Business Central, Power BI, and on-premises solutions are not included. For a complete list of included and excluded apps, see the definitions of “Business Application” and “Eligible Application” in the [Business Applications Addendum](#).

**Q: How do I access the marketing benefits provided as part of the program?**
A. ISVs should contact the go-to-market resource desk (ISVConnectGTM@Microsoft.com) for questions about accessing program benefits and for support with redeeming benefits. For more information about program benefits, please review the program overview.

Q: How do I enroll in the ISV Connect program?

A. When you first submit an app for certification (or recertification), you will be presented with, and prompted to accept, program terms and setup billing information. You do not need to re-accept terms for subsequent apps. Once enrolled in the program, you will receive an email from the Microsoft partner go-to-market team with information about how to access benefits. See this step-by-step guide for more information.

October 2021 program changes FAQ

Q. If I already enrolled in the ISV Connect Program, do I need to take any action?
A. No, the latest terms will automatically apply without requiring you to re-accept the Business Applications Addendum. Our billing system will automatically apply the existing or new (lower) revenue sharing rates based on the ISV-customer contract signing date and the date range covered by the invoice. Generally, the new (lower) rates will be applied on regular invoices issued starting in October 2021, except where the invoice covers a prior period. More details on the revenue sharing transition is provided in the Program Policies.

Q. What is happening to premium tier?
A. To simplify the program, we are moving to a single and reduced revenue sharing rate and will be placing all partners (in September or October 2021) by default in a single program tier. After this transition, the premium tier will no longer be a separate tier that partners may request in Partner Center.

Q. Will the new revenue sharing percentage apply to previously registered deals?
A. Starting with invoices issued in October 2021 (except when such invoices cover a prior period), revenue sharing fees will be reduced to 3 percent.

Q. Can I purchase additional marketing benefits?
A. Yes, in addition to the incremental go-to-market benefits provided through the ISV Connect program, partners in the program can purchase additional go-to-market benefits. With the reduced revenue sharing rates and thresholds, some benefits are now only available for-purchase. See our benefits datasheet for details.

Q. What is happening to co-sell benefits?
A. Enrolled apps can qualify for “co-sell ready” status by completing enrollment instructions. These offers are then eligible for reactive co-selling at the discretion of Microsoft field teams. Eligible partners will benefit from quota retirement and other seller incentives designed.
to drive co-sell activity, including select incentives to boost momentum for key offers in the marketplace.

**ISV Connect Addendum (agreement) FAQ**

**Q. How do I access the ISV Connect agreement?**
**A.** The latest version of the Business Applications Addendum is available at [https://aka.ms/bizappsisvAddendum](https://aka.ms/bizappsisvAddendum). To review who and when your company accepted prior versions, authorized users can log-in to Partner Center and go to Settings (the gear icon in upper-right corner of screen) > Account Settings > Agreements (or go to partner.microsoft.com/dashboard/account/agreements).

**Q: What is the revenue sharing percentage?**
**A:** Historically, the ISV Connect revenue sharing fee was either 10 or 20 percent. Following a transition period, the rate will be 3 percent. Our billing system will automatically apply the existing or new, lower revenue sharing rates based on the contract signed date and period covered by the invoice.

**Deal registration FAQ**

**Q. How do I register deals in Partner Center?**
**A.** Many deal registration and billing questions are answered in the ISV Connect billing and deal registration document. For additional questions, partners with a Partner Development Manager (PDM) may connect their PDM. Partners with questions about registering deals can also submit questions by selecting the Support link within Partner Center or contacting the ISV Connect deal registration questions alias.

**Q. Which deals must I register in Partner Center?**
**A.** Deal registration (i.e., reporting) applies to all Dynamics 365 Customer Engagement (CE), Dynamics 365 Operations (F&O), and Power Apps solutions published in Microsoft AppSource. It also applies to most software-as-a-service (SaaS) offers for the Dynamics 365 platform.

**Q. If my solution qualifies for both the Azure IP Co-sell Program and ISV Connect program, do I need register it twice?**
**A.** No. The same deal registration entry gets used by both programs, provided you start by marking the referral as “won” and complete the linked co-sell deal registration form.

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1 Announced program changes (i.e., Addendum v3.0) prior to being available within Partner Center portal may be viewed at [https://aka.ms/bizappsisvAddendum2](https://aka.ms/bizappsisvAddendum2).
Q: Should I register deals with existing customers when they come up for renewal?
A. Yes, all deals for enrolled ISV Connect applications or offerings (including customer deals and renewals of existing customers) must be registered in Partner Center.

Q. Do I need to register deals transacted through ISV Cloud Embed?
A. Yes, transactions via ISV Cloud Embed are also subject to revenue sharing and deal registration with respect to the ISV’s app. Please note that amounts paid to Microsoft for the cost of underlying embedded Dynamics and Power Apps licenses may be excluded in determining the “Solution Value” of your app.

Q. Do deals not shared with Microsoft and/or not co-sell eligible need to be registered?
A. Yes, all deals for an enrolled app must be registered, whether or not part of a co-sell deal with Microsoft. This includes deals in the SMB segment.

Q. What if there are multiple ISV Connect partners in a deal? How do I demonstrate this in my referral and deal registration? Do we split the revenue share with the other partner?
A. You would treat a deal with multiple partners as you would any other deal registration, but only include the value for your application/offeriing in the “Solution Value” being reported. There is no need to “split” revenue share.

Billing and invoicing FAQs

Q: Where can I go for billing questions about invoices or billing discrepancies?
A. Partners with questions about existing deals and invoices should submit a support ticket via Partner Center and then click “Provide Issue Details.” Please provide your deal ID number, invoice number, and any other relevant information.

To create a new ticket in Partner Center, you can also navigate to the Support tab and then select New request. Additionally, you can use the ISV Connect billing and deal registration handbook. Partners with a Partner Development Manager (PDM) may connect with their PDM for billing-related questions.

Q: When will I receive an invoice, and what will it look like?
A. Invoicing occurs for each deal immediately upon first registration, and then quarterly between the start date and end date. Invoices are emailed to the billing address specified during your ISV Connect enrollment. To change billing contact data, a user with Billing admin role in Partner Center should go to partner.microsoft.com/dashboard/account/v3/accountsettings/billingprofile.
Microsoft AppSource FAQs

Q: How has Microsoft AppSource improved?
A. We are pursuing both short and long-term improvements. In December 2020, we redesigned the site, adding features to simplify app discovery for customers and to better showcase the breadth and depth of partner offerings. Since launching the new experience, user engagement has increased. Changes include:

- **Cleaner design:** The homepage has a new modern look and feel and clearer value proposition to help customers know what to expect from the site, including intuitive iconography mapped to key solution areas.

- **Enhanced discoverability:** Users can now discover partner apps by category, industry, or product. There is also a new “popular apps” section that is algorithmically-based and specific to the selected category, solution, or product.

- **Intuitive search:** The search bar at the top of the page now features intuitive search with autofill functionality. This means that when a customer starts typing in keywords or application names, a list of suggested apps will appear. The search bar now also appears at the top of every page. Users can also sort search results by “most popular” or “best match,” or search independently for apps and consulting services.

- **Action-oriented product details page:** Product details pages now feature more easily discoverable calls-to-action and pricing details, with sticky bar functionality that keeps these items front and center as a customer scrolls down the page. Also, partners now have the opportunity to showcase cross-sell and upsell opportunities at the bottom of the page. Below the product description, a more prominent view of images and videos allows customers to explore all media assets related to each offer.

- **ISV Connect partner blade:** We added a new partner blade on the homepage to showcase customer testimonials on a rotating basis for solutions in the Business Applications ISV Connect program.
### Appendix A – Resource Table

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2 Addendum v3.0 should be available in Partner Center portal in late July 2021. Until then, Addendum v3.0 will be available at [https://aka.ms/bizappsivAddendum2](https://aka.ms/bizappsivAddendum2).