Co-sell requirements to publish in the Partner Center commercial marketplace
Frequently asked questions for partners

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Document use policy: This is a Microsoft partner confidential document providing partners with answers to common questions around migrating to and publishing in the commercial marketplace in Partner Center. This document cannot be shared or posted publicly, but the answers contained may be used along with partner-created content to provide information to customers. Details are subject to change and might vary by geography.

We’re making it easier for partners to manage their offers by moving to Partner Center. Partner Center has been designed as an easy, integrated experience for partners to team up with Microsoft sellers unlike ever before. Eventually, all offers will be managed in Partner Center, providing partners with one location to publish their offers for the right audience. The results enable partners to expand their business with continuous selling, develop enduring business through value-added services, and reduce costs while accelerating their customers’ success.

In this FAQ, you will find answers to frequently asked questions related to:

- Publishing migration
- The commercial marketplace
- Other resources and support

Note: This partner FAQ will be updated on a periodic basis. Check back to view the latest information.
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General questions

1. Why are my offers moving to the commercial marketplace?
   The commercial marketplace simplifies your partner experience by combining your offer publishing and management into Partner Center where you’re already managing your relationship with Microsoft.

   As a Microsoft partner enrolled in the commercial marketplace, you can:
   - Publish your offers centrally and co-sell across Microsoft direct customer, partner, and seller channels.
   - Ensure that your offers are in the correct online store—Microsoft AppSource or Azure Marketplace—to reach the millions of cloud customers who align with your offer capabilities.
   - Drive your own publishing experience to co-sell with the offers which align with your business goals.
   - Align your offer publishing within Partner Center, where you’re already managing your Microsoft relationship and co-sell opportunities.
   - Unlock Marketplace Rewards.

2. What is the commercial marketplace?
   The commercial marketplace is embedded within Partner Center, and has been designed as an easy, integrated experience for partners to collaborate with Microsoft sellers. Soon, all offers will be managed in Partner Center, providing partners with a central location to publish offers and co-sell with Microsoft across the direct, partner and seller channels.

   Publishing an offer in Microsoft’s commercial marketplace is the entry point for the co-sell journey.

   In addition to in-product experiences, the commercial marketplace has two online stores:
   1. In Microsoft AppSource, customers can seek and discover industry focused, line of business, or productivity apps and services offers.
   2. In Azure Marketplace, offers and solutions can be discovered by IT pros and developers to find their next workload or Azure building block.

   Regardless of storefront, the opportunity for partners is rapidly compounding daily as Microsoft sees over 4M monthly visitors to our commercial marketplace across more than 140 countries.

   Through the commercial marketplace, partners can unlock marketplace rewards to accelerate their business growth.
Partners save time and money when they publish transactable offers that use customers’ existing procurement relationships with Microsoft. Also, incentivized offers unlock premium merchandising benefits and savings. Learn more about the commercial marketplace.

3. I understand that the offer data in One Commercial Partner (OCP) go-to market (GTM) and in the commercial marketplace are being merged. Will this result in my marketing collateral, contact information, and other data from OCP GTM being made public?
No, although all data about an offer will be stored in Partner Center, only public data will be exposed on Microsoft AppSource and Azure Marketplace. Co-sell information for internal sellers, such as contact information and case studies, will not be made available on Microsoft AppSource and Azure Marketplace.

Publishing migration questions

4. What do I need to do as part of this migration from OCP GTM to Partner Center? Step-by-step guidance is available at aka.ms/OCPGTMtoPCmigration.

5. How do I keep my offer information up to date once it is migrated to Partner Center?
Once the offers are migrated to Partner Center, partner development managers (PDMs) and OCP partner support roles will no longer be able to update the solution information (updating the name and description, inviting contacts to collaborate on the solution, and adding solution areas or collateral) in OCP GTM. Going forward, partners will be responsible for keeping their offer information up to date in the commercial marketplace in Partner Center.

6. What happens if no action is taken to migrate from OCP GTM to the commercial marketplace?
If no action is taken to migrate an offer to the commercial marketplace, the offer will not be discoverable to customers, other partners, and Microsoft sellers.

7. What do I do if my solution was migrated over but is missing some of the co-sell materials?
If this happens, open a support ticket. Microsoft will work to restore the missing data.

8. How long do we have to get our offer migrated and go live in the commercial marketplace?
Our goal is to have 90 percent of high-priority solutions migrated by February 27, 2021 to ensure that partners can continue to co-sell.
9. Which offers are included in this migration?
Partners who wish to co-sell with Microsoft will need to have their offers published in the commercial marketplace – all eligible offers can be found here.

Publishing in the commercial marketplace questions
10. How do I enroll and publish my app?
Follow these steps:

1. Sign in to Partner Center and go to your commercial marketplace dashboard, which you will find on the navigation pane on the left side of the screen (partner.microsoft.com/dashboard/commercial-marketplace/overview).
   a. Your existing Microsoft AppSource offers will be shown in the middle of the page.
   b. Alternatively, to create a new offer, select the + New offer button at the top of the page, then select your offer type. On each screen that opens (Offer Setup, Properties, Offer Listing, and Co-sell), provide the requested information about the offer, While you’re entering this information, your offer will be in “Draft” status.

2. Set up the billing information by going to Settings (gear icon) > Developer Settings > Billing setup (or go to partner.microsoft.com/dashboard/account/v3/accountsettings/billingprofile). Only certain user roles (developers or managers) can access this functionality. Here you can find your assigned role in Partner Center, along with information on managing user permissions in Partner Center.

3. Lastly, to submit the offer in step 1, be sure to select Save, then Review and publish, and then Publish. Doing so will move your offer from “Draft” to “In Review” status. Once you’re notified by email in two business days that your offer has been approved by Microsoft, return to the offer in Partner Center to review, then select Go live to move the offer from “Preview” to “Live” status.

Note: These instructions apply to existing partners with Microsoft Partner Network (MPN) or Partner Center credentials and setup for Microsoft’s commercial marketplace. If you’re not an MPN partner, join the Microsoft Partner Network at no cost. As a partner, you’ll have access to exclusive resources, programs, tools, and connections to grow your business. If you don’t have an account in the commercial marketplace, enroll in the commercial marketplace to continue co-selling with Microsoft and access the full publishing experience.

11. What should I do if I can’t see my MPN ID in my Partner Center profile?
   • If you’re not an MPN partner, join the Microsoft Partner Network at no cost.
   • If you have not moved your membership from Partner Membership Center (PMC) to Partner Center, you can initiate the migration of your account from the legacy

Partner Membership Center. You can find information about migrating your account here.

- If you have an MPN ID but can’t remember it, find it here.

12. How do I enroll in the commercial marketplace if “Commercial Marketplace” does not appear on the navigation pane of my Partner Center dashboard?
By enrolling in the commercial marketplace, you activate the Commercial Marketplace option on the navigation pane on the left side of the Partner Center dashboard, which enables publishing in Partner Center.

13. Why can’t I access my offer in Partner Center?
This issue generally arises when a user doesn’t have the correct access rights to the record. To publish an offer (app), a user must be assigned as a manager (Windows) or developer user role for the applicable MPN account. Here you can find your assigned role in Partner Center, along with information on managing user permissions in Partner Center.

14. The Publish button is grayed out or hangs when I try to publish updates to my offer.
The Publish button is disabled when there is a prior republish pending. (See the text highlighted in yellow in the following image.) Once certification is completed (from the prior republish), you should be able to republish the additional changes or collateral.

15. My offer is already available in Marketplace. Do I need to do anything?
Open a ticket with support. Provide the offer URL and the solution ID, and we will merge them together on your behalf.

16. What if the commercial marketplace doesn’t support my existing OCP GTM offer type?
A new Co-sell Only offer type has been created to host specific partner offers that are currently unsupported by the commercial marketplace. Non-supported offers will be
carefully curated by a governance council and reviewed before this new offer type can be used. Its use is only for third-party offers that are not yet supported on customer and reseller storefronts. The Co-sell Only option will be communicated and visible to eligible partners; partners should also be aware that offers published using this offer type will be visible only internally to Microsoft sellers; they will be suppressed from all storefronts and channels. Learn more about offer types that are supported by the commercial marketplace.

17. How can you tell if an offer is co-sell ready?

Assuming that you have met the co-sell requirements and have an assigned PDM, contact them to check whether a specific solution is co-sell ready. If you have met the co-sell requirements and you do not have an assigned PDM, open a ticket with support to confirm whether a specific solution is co-sell ready.

18. I’m already co-selling in Partner Sales Connect (PSC). What are the implications?

There are no implications.

Resources and support

19. How do I get help with publishing in commercial marketplace?

The commercial marketplace publisher’s guide is the best resource for publishing steps and policies. If your publisher requires additional assistance, they can request help here.

20. How do I change my billing details?

Go to Settings (gear icon) > Developer Settings > Billing setup (or go to partner.microsoft.com/dashboard/account/v3/accountsettings/billingprofile). Only individuals with certain user security roles can access this functionality.

21. What Partner Center documentation and support resources exist and how do I access them?

If you have questions about the commercial marketplace or co-selling in Partner Center, select the question mark icon in the upper-right corner and select Commercial Marketplace or Referrals to browse our corresponding support articles. Alternatively, type in your question to see which articles are available.
22. How do I create a support ticket in Partner Center?
Select Support from the navigation pane on the left side of the Partner Center dashboard and then select New request. For questions about the OCP GTM to Partner Center migration, use the topics under Commercial Marketplace > Co-Sell offer migration.

23. What other resources on co-sell and commercial marketplace are available?

**Co-sell resources**
- Co-sell Partner engagement guide
- Selling with Microsoft
- Co-sell how-to video gallery
- Commercial Marketplace
- Publisher Guide for Partners
- Marketplace Support for Publishers

**Partner-to-partner**
- Request invite to join
- Build partnership
More information and help
OCP Referral and Co-sell Support

ISV Connect resources
- Addendum
- Policies
- Benefits
- Onboarding Guide
- Program page