

Effortless Microsoft Marketplace Listing, Automated Private Offer, and Channel Selling

The Challenge

For ISVs, managing offers across multiple Microsoft Marketplace listings is complex and time-consuming.

Even listing a product demands significant technical effort and process knowledge, slowing time-to-market.

Inefficient tools make it difficult to create, track, and manage offers accurately, often causing errors, delays, and missed opportunities. Collaboration and approval workflows add further friction, making it hard to operate efficiently and scale effectively.

The Solution

Labra helps ISVs and resellers **list on the Microsoft Marketplace** without any engineering overhead. List SaaS and Professional Services **in just days**. Once listed, users can easily edit listings, and manage metering through Labra.

Labra supports the entire offer lifecycle, from draft creation to buyer acceptance, with real-time **notifications via Slack and email**. Our **streamlined, error-free, experience** with improved accuracy and **faster deal close times**.

Labra also **improves collaboration** with team members by allowing drafts to be saved and edited before submission, and it offers flexible recipient management, including the ability to add additional recipients and send reminders.

Why Labra?

Comprehensive Offer Management

Our industry-leading **automation** allows you to create, edit, track, and manage offers across multiple listings from our web platform or our CRM app.

- ✓ Work from your CRM and link Objects
- ✓ Link Co-sell opportunities
- ✓ Build custom no-code workflows with 1,000+ tools and integrations
- ✓ Add additional recipients
- ✓ Send notifications to buyers

End-to-end Cloud Marketplace solution

Utilize **Labra's advanced dashboards** for sales, alliances, revenue team, with option for custom dashboards. Integrate with over 1,000+ downstream platforms.

Manage listings, send private offers, manage **metering**, generate **reports**, and more.

Optimize your listing for Marketplace search, drive more marketplace traffic through **Buy with Microsoft** modules and storefronts.

Go further with Co-sell and Channel Partners

Labra's Salesforce app has **Co-sell built-in**, offering better synergy across your entire Cloud Sales operations.

Involve **Channel Partners and resellers** right from your CRM to scale your revenues even faster and drive partner-led growth strategies.