



Helping Independent Software Vendors Succeed

Giving ISVs the tools to successfully launch offers in the Microsoft Azure Marketplace

The Problem

Today's market is extremely competitive. Companies need to put forth compelling offers that gain attention from potential clients. More importantly they need exposure to make sure their offers are seen by potential prospects. Microsoft's Azure Marketplace allows you to publish your offers for thousands of potential clients to see. However, navigating publishing an offer on the Azure Marketplace is very tricky. There are many factors that go into being able to successfully publish your offer.

The Solution

Spyglass has experience in successfully publishing offers on the Azure Marketplace for ourselves and our clients.

In a 5-week implementation, Spyglass will assist you in understanding how to successfully create and deploy an offer on the Azure Marketplace. We will evaluate your solution and its applicability to Azure deployment, either as an Infrastructure as a Service, Platform as a Service, or Software as a Service solution. We then work to gather the required configuration information to build an Azure Resource Management template to deploy the solution to the Azure Marketplace. We will help determine the best offer type, including whether it should be transactable or not. You will leave our engagement with an Azure Marketplace solution template and Azure Marketplace offer submission set up to be published on the Marketplace and further promote your solution.

Implementation Agenda

- [Week 1:](#) Detailed discovery and tech team education
- [Week 2:](#) Design and marketing team education
- [Week 3-4:](#) Create a POC template
- [Week 5:](#) Finalize Azure Marketplace offer and deployment template
- [Final Deliverables:](#) Azure marketplace Solution Template and Submission set up.

Why Azure Marketplace?

- The commercial marketplace (inclusive of Microsoft AppSource and Azure Marketplace) is the central engine for partners to reach and connect with customers.
- Forrester found that ISVs that sell with Microsoft experienced up to a 400 percent increase in deal sizes and saw an increase of up to 250 percent in leads.

Source material: <https://azure.microsoft.com/en-us/blog/drive-growth-with-the-most-partnerfocused-business-platform/>



Spyglass MTG Can Help!

We can help your organization succeed on the Azure Marketplace. [Contact us today!](#)

About Spyglass MTG

For over 15 years, we've closely partnered with Microsoft to bring their vast and expanding suite of enterprise solutions to our clients. We leverage proven methodologies, migration tools and expert consultants to architect, build, deploy, migrate to, and manage Microsoft solutions. Whether you are deploying or upgrading M365, implementing Azure, deploying Teams, building a SharePoint Site, developing a Security or Governance Model, designing a Modern Warehouse or BI Solution, or developing AI apps on the Power Platform, we can help!



Gold Application Integration
Gold Data Analytics
Gold Project and Portfolio Management
Gold Application Development
Gold Collaboration and Content
Gold Cloud Platform
Gold Cloud Productivity