



ISV Azure Marketplace Offer: 5-Week Implementation



Microsoft
Partner



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

Spyglass MTG Overview

Expertise, Experience & Excellence

Spyglass is a Specialized Consulting firm focused on helping clients select, architect, implement, migrate to and manage their Microsoft Technology.

- Headquartered in Lincoln, RI, with office in Chennai India
- Providing Microsoft Solutions to US clients for over 25 years
- 200+ Consultants onshore and offshore
- 15+ years experience on average for Onshore team
- 17+ years as a Gold Partner
- 14 Gold and Silver Competencies

Microsoft Partner
Microsoft

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

Microsoft Partner
Microsoft

- Silver Data Platform
- Silver Messaging
- Silver Communications
- Silver Small and Midmarket Cloud Solutions
- Silver Enterprise Mobility Management
- Silver Windows and Devices
- Silver Security

Microsoft
Cloud Solution Provider

Microsoft Partner
Microsoft

**TEAMWORK
DEPLOYMENT
ADVANCED
SPECIALIZATION**

Microsoft Partner
Microsoft

**ACM
ADVANCED
SPECIALIZATION**

Microsoft Partner
Microsoft

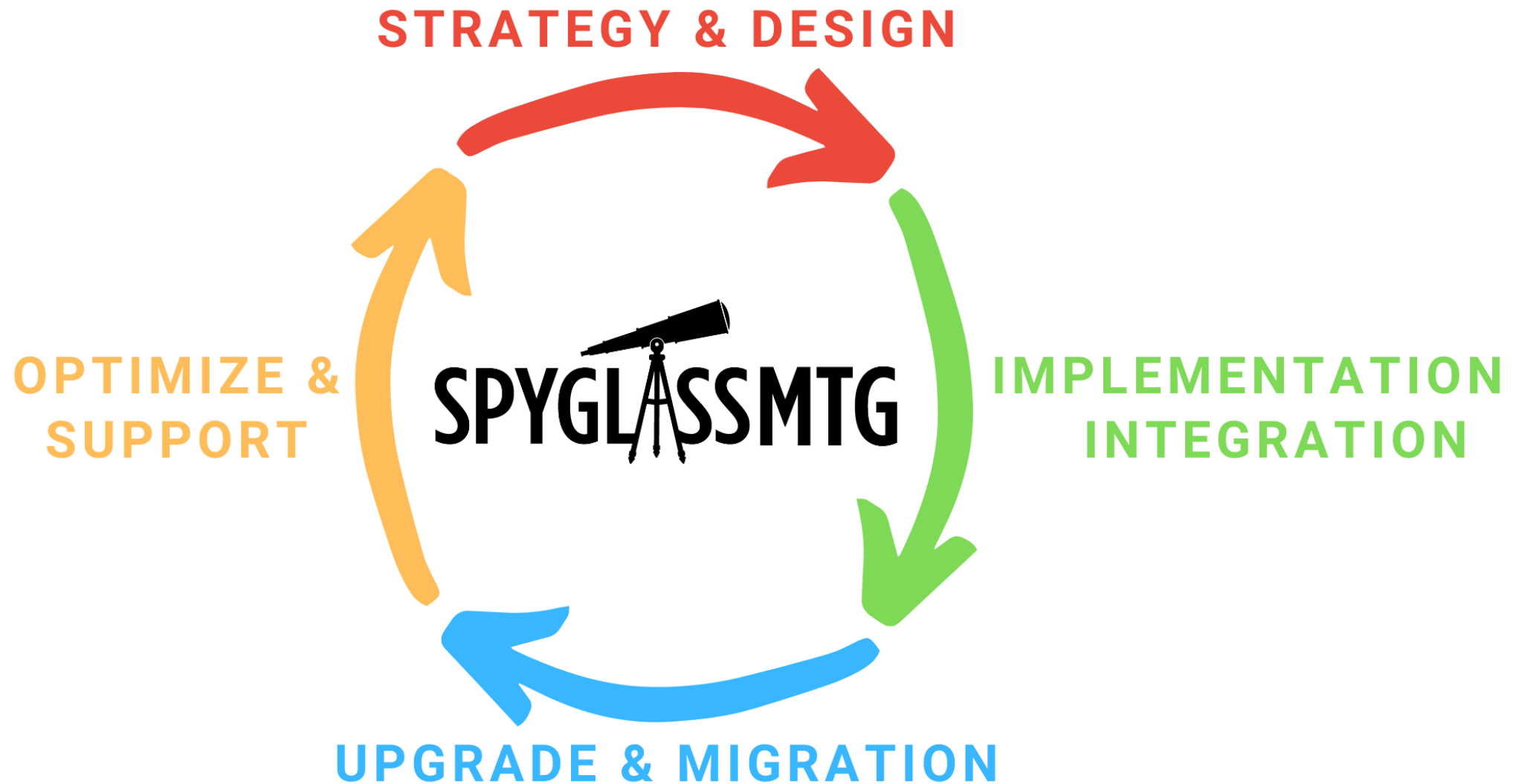
**POWER BI
PARTNER**

Microsoft Partner
Microsoft

**ANALYTICS ON
AZURE
ADVANCED
SPECIALIZATION**

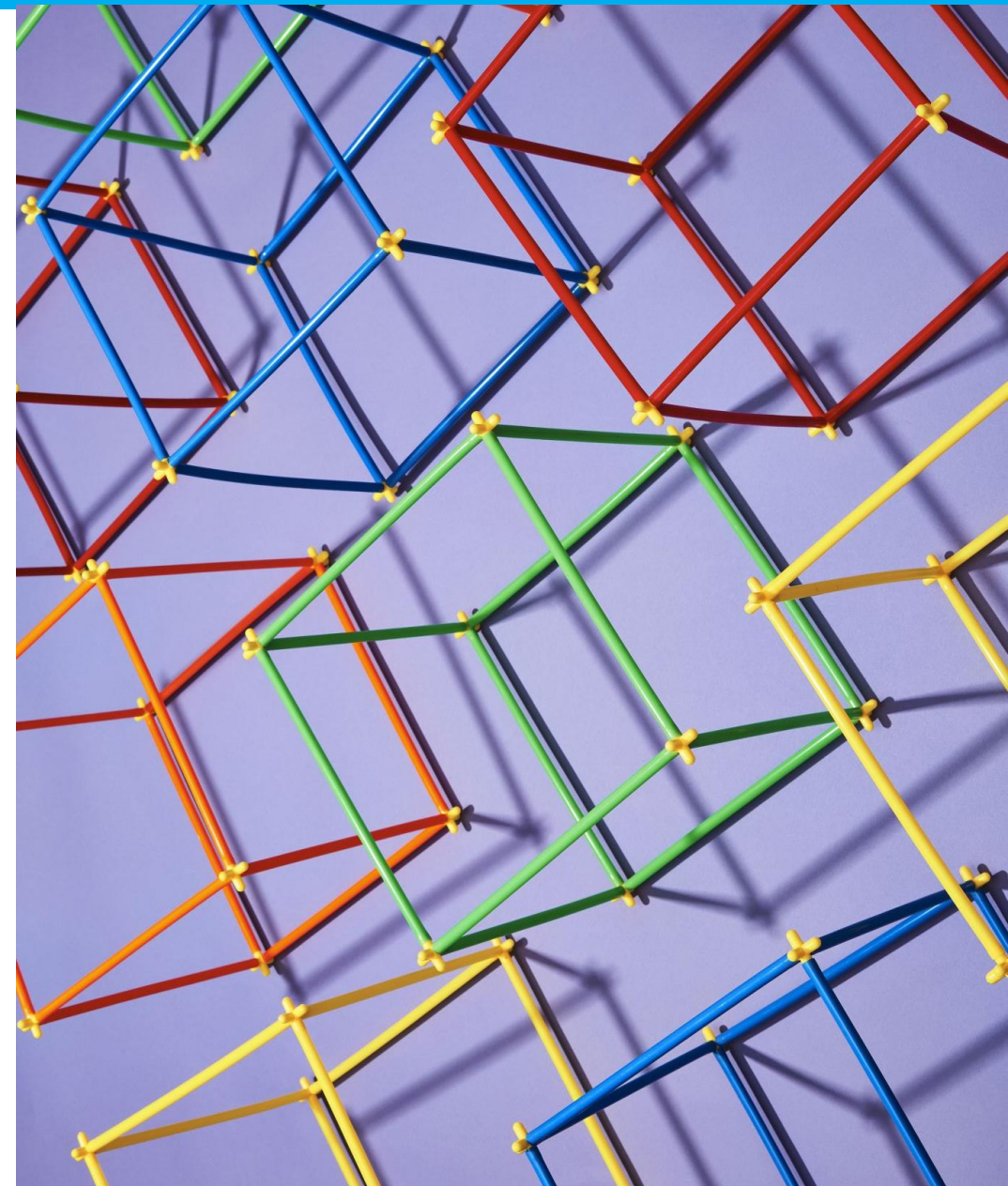
Microsoft
**FAST TRACK
READY PARTNER**

Full Lifecycle Microsoft Consulting



The Problem

- Competitive market
- Need to put forth compelling offers
- Need to gain attention from potential clients
- While the Azure Marketplace offers a platform to market to companies, publishing offers on the Azure Marketplace is very tricky- it needs to be done just right in order to be approved!



The Solution

- Spyglass has years of experience in successfully publishing offers on the Azure Marketplace.
- In a 5-week implementation, Spyglass will assist you in understanding how to successfully create and deploy an offer on the Azure Marketplace.
- You will leave our engagement with an Azure Marketplace solution template and Azure Marketplace offer submission set up.

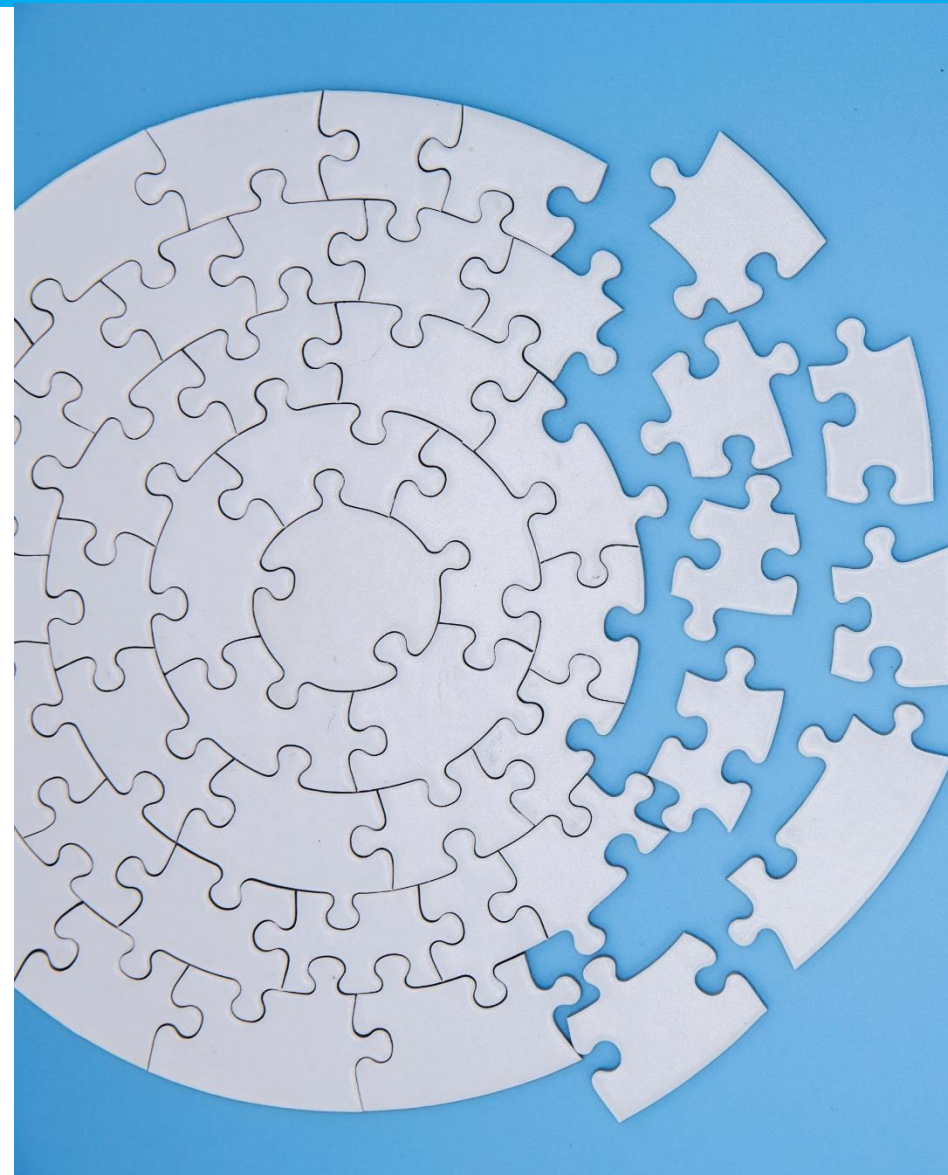


5-Week Implementation Agenda

- **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

5-Week Implementation Deliverables

- Azure Marketplace solution template
- Azure Marketplace offer submission setup



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.
- Publishing to the marketplace is the single path to co-selling—whether that is directly through the storefront, through the channel of 90,000 resellers, or with Microsoft's global sales force of over 15,000 sellers.

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





Thank You

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