

VIAcode

Azure Marketplace Enablement for ISVs

8 wks. implementation



The ISV Challenges

- Client is responsible for installation and ongoing software maintenance overhead
- Support requires client involvement and creates blind spots
- Manual billing and licensing

WHY USE CLOUD DEPLOYMENTS FOR SOFTWARE?

The move to the cloud has radically changed how software can be distributed. So many aspects of traditional software delivery have been optimized and result in cost and resource savings.

Azure Cloud offers a method to deliver software that greatly simplifies the distribution, support and maintenance.

- 1. Updates and Maintenance are done by the ISV:** No need for client's IT to learn, support or manage the software as it's in the cloud and the software updates and maintenance are done by ISV.
- 2. Support is Simplified:** There is no need to send logs to ISV support. The ISV has full access to the application deployment and performance metrics.
- 3. Automated Billing:** There is no more manual billing, licensing and contracts because the billing is done through the Azure.

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Azure Marketplace Enablement for ISVs

A 3 part process will review and package your application for Azure Marketplace. ISV's can instantly gain access to 140 global markets, over 300,000+ partners, and Azure's network of enterprise customers.

After migration is complete your Azure Marketplace offer will provide:

- Automated deployment
- Integrated billing
- Support infrastructure



ACTIVITIES

1. **Discover:** We will analyze your application to determine the path for Azure marketplace enablement, alignment with existing billing and support process.
2. **Implement:** We will prepare ARM templates for your infrastructure, develop ManagedApp-based control panel to let customers manage your application infrastructure, define application health model and expose metrics and alerts to simplify support.
3. **Integrate:** We will establish CI/CD pipeline to Azure marketplace and provide knowledge transfer to your personnel for all underlying technologies – Azure Monitor, ARM, Lighthouse, ManagedApp, Azure DevOps.

DELIVERABLES

- Azure marketplace offer with billing support
- Automated deployment with ARM templates
- Managed app infrastructure for customer facing control plane
- Application health model
- Centralized dashboard to monitor all instances of the application

DETAILS OF ENGAGEMENT

Application is compatible with Azure

Up to 1 front end tier, 1 back end tier, 1 asynchronous worker, 1 storage, 1 DB

Post-migration support using VIAcode Managed Services for Azure (Optional)



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Azure Marketplace Enablement for ISVs

Automated Deployment

Eliminate the hassle of the deployment
for the complex distributed
applications



Benefits

- Wrap the deployment experience in convenient step-by-step wizard
- Deploy network, storage and compute necessary to run the application on Azure
- Let your customers try before buying with the Test Drive deployment

The screenshot shows the Azure Marketplace search results for 'viacode'. The browser address bar shows the URL: azuremarketplace.microsoft.com/en-us/marketplace/apps?search=viacode&page=1&filters=partners. The search results are filtered by 'Partners' and show 6 results. The first three results are:

- VIACode Managed Services for Azure** (By VIACode): Extend your IT team with VIACode Managed Services for Azure to improve your IT. [Get it now](#)
- VIACode Incident Management System for Azure** (By VIACode): VIACode Incident Management System for Azure. Plans start at Free. [Get it now](#)
- VIACode Azure Data Factory Monitor** (By VIACode): Monitoring solution for Azure Data Factory. [Get it now](#)

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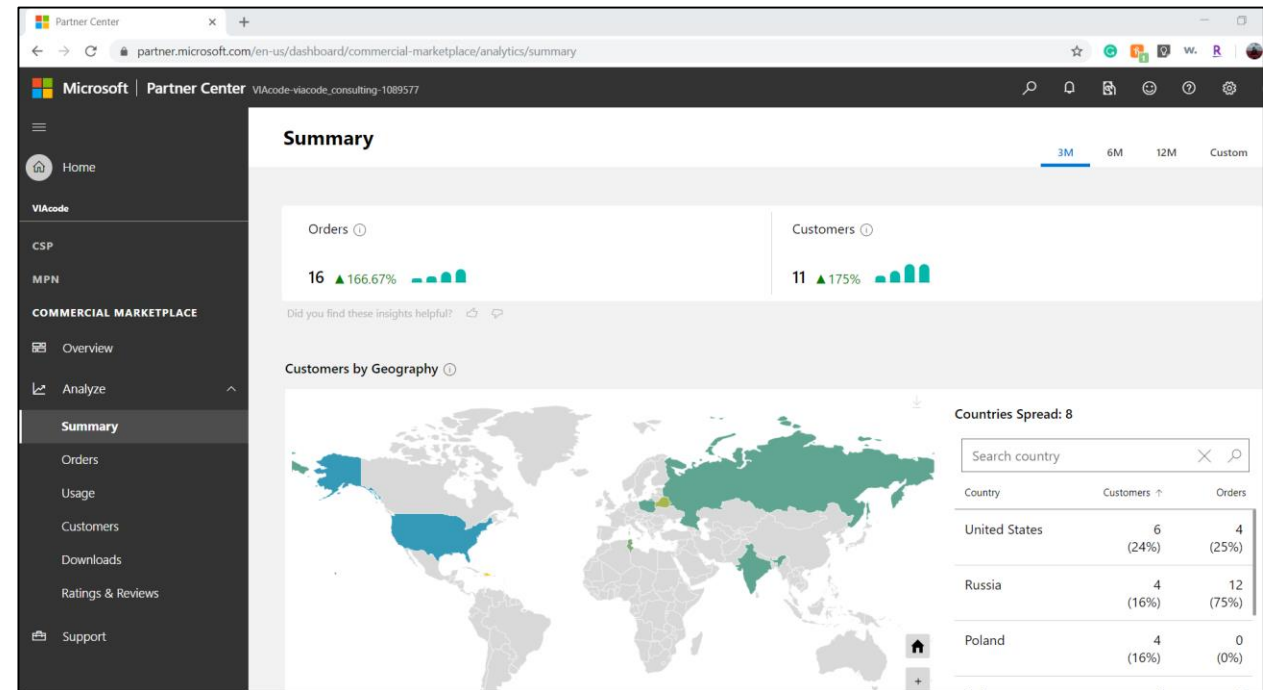
Integrated Billing

Enroll your application into customer's existing Azure invoicing process



Benefits

- Make your application a part of the customer's Azure bill
- Automate payment processing through Microsoft Partner Center integration
- Enable co-sell with Microsoft and receive Attribution Retention benefits





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Azure Marketplace Enablement for ISVs

Support Infrastructure

Decrease your support cost

Benefits

- Facilitate remote access to application deployments in customer's environment for ongoing maintenance
- Manage all customers from a single console with embedded health model
- Enable customer usage tracking telemetry

The screenshot shows the Azure Managed Applications Center interface. The main content area displays a table of marketplace applications with columns for Product name, Publisher, Deployed applications, Customer count, and Alert Count. The table lists four applications: viacode-itsm-z-previ..., viacode-itsm-z, VIACode Azure Data F..., and viacode-adf. The first application has 0 alerts (green checkmark), while the others have 21, 4, and 2 alerts respectively (red X marks).

Product name	Publisher	Deployed applicat...	Customer count	Alert Count
viacode-itsm-z-previ...	viacode_consulting-1...			0
viacode-itsm-z	viacode_consulting-1...			21
VIACode Azure Data F...	VIACode			4
viacode-adf	viacode_consulting-1...			2

VIAcode



Creators of
technology acquired
by Microsoft



US headquarter
With 5 offices
worldwide



Cloud Migration
& DevOps
Azure Application
Development

Our customers



Microsoft



Wolters Kluwer



Park My Cloud

Our DNA

- **LISTENING**
Understand before being understood
- **SYNERGY**
Find win-win solution
- **INTEGRITY**
Honor our word