

Preparation

- **Create an Azure Marketplace Publisher Profile:** If you haven't already, sign up to become a publisher on the Azure Marketplace. You'll need to provide information about your company and your product.
- **Ensure Compliance:** Review the Azure Marketplace policies and guidelines to ensure that your product and listing comply with Microsoft's requirements.
- **Prepare Your Product:** Make sure your product is ready for deployment. This includes ensuring it's thoroughly tested, and that you have any necessary documentation and support materials prepared.

2. Create a Listing

1. **Log in to the Azure Partner Center:** Access the Azure Partner Center portal with your publisher credentials.
2. **Create a New Offer:**
 - Go to the "Marketplace offers" section.
 - Click on "New offer" and select the type of offer you want to create (e.g., VM image, solution template, or SaaS application).
3. **Fill Out Offer Details:**
 - **Offer Type:** Select the appropriate type for your product.
 - **Basic Information:** Provide the offer's name, description, and other relevant details.
 - **Pricing:** Define the pricing model (e.g., flat rate, pay-as-you-go, free). Specify the details for a flat-rate pricing model if that's what you're using.
4. **Configure Technical Details:**
 - **Product Configuration:** Provide technical details such as deployment scripts, images, and configuration settings.
 - **Testing:** Ensure your product works as expected and passes all necessary tests. Azure provides a validation process to ensure compliance and functionality.
5. **Submit for Certification:**
 - After completing your offer details, submit it for Microsoft's certification process. This involves validation to ensure your product meets Azure's requirements and is properly configured.

3. Review and Publish

- **Review Feedback:** After submission, you might receive feedback from Microsoft. Address any issues or required changes.
- **Publish:** Once your offer passes certification, you can publish it to the Azure Marketplace.

4. Post-Publication

- **Monitor and Manage:** After publishing, monitor your listing's performance through the Azure Partner Center. Manage customer feedback and provide support as needed.
- **Update and Improve:** Regularly update your listing to improve it based on customer feedback and changes to your product or the Azure platform.

Additional Resources

- **Azure Marketplace Documentation:** Check out the [Azure Marketplace documentation](#) for detailed guidance and requirements.
- **Azure Partner Center:** Access the [Azure Partner Center](#) for managing your offers and accessing support