

Selling through Microsoft’s commercial marketplace

Microsoft provides software and services companies with powerful cloud technology and opportunities to partner, jointly go-to-market, and grow business together. Our objective is simple: Enable organizations around the world to find, try, and buy best in class solutions. We do this by empowering our partners to publish offerings into Microsoft’s universal, first and third-party product catalog for sales through our commerce platform.

This document supplements the [Marketplace Publisher Guide](#) where you can find more how-to guidance on creating and configuring your commercial marketplace offers. This simplified guide is designed to provide an overview of the commercial marketplace channels, offer types, monetization models, operational processes, and benefits.

Video modules, a slide deck, and this document are available at <https://aka.ms/SellThroughMarketplace>

For discussion and questions, please join us in the [Microsoft Partner Community](#).

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Channels

Selling through Microsoft's commercial marketplace provides your organization with access to customers through three sales motions. Your offerings are exposed in the right places, at the right times based on their configuration.

Customer-led: sell directly to customers in Microsoft's digital storefronts and in-product experiences. Customers can discover, compare, learn, request contact, and purchase seamlessly.

- a. *Azure Marketplace:* Developers and IT professionals can deploy infrastructure and tools directly into their Azure subscriptions for building and managing applications.
- b. *Microsoft AppSource:* Business users across private and public sectors will find software and services solutions designed for a wide variety of industries and functions.
- c. *In-Product Experiences:* While working in Microsoft 365 applications, Dynamics 365 experiences, and the Microsoft Azure management portal, users are presented with add-ins, apps, and solutions that extend the functionality of Microsoft products.

Partner-led: reach resellers in the [Cloud Solution Provider program](#) who serve as trusted advisors to millions of customers around the world.

Microsoft-led: our global sales team – one of the largest in the tech industry – ensures customer success with Microsoft cloud products, and through the IP Co-sell program, they are incentivized to sell your eligible products.

Offers are available in customer-led and Microsoft-led sales channels by default, and the partner-led sales motion is encouraged but optional. A checkbox setting allows you to opt-in each offer to the CSP program.

During the offer creation process, you will define the intended audience by product category and industry, and these settings determine whether the offering appears in Azure Marketplace, Microsoft AppSource, or both. When browsing the storefronts, customers can apply filters and search according to category and industry, as well.

Certain offers receive a badge on the product card and product description page to denote special qualities: [Microsoft Preferred Solutions](#), [Integrated Solutions](#), [Azure Expert MSP](#), [Office App Awards](#), [Power BI Visuals](#)

Programs

The commercial marketplace is a launchpad for go-to-market with Microsoft, and many of our partner programs start with or benefit your offerings.

Marketplace Rewards

Marketplace [Rewards](#) are benefits that help partners launch, co-market, and co-sell your marketplace solutions. Just by listing a solution or service in Microsoft's commercial marketplace you'll unlock marketing, sales, and technical benefits to support your offer growth. These benefits are aligned to your investment in marketplace, as indicated by whether your offer is a List, Trial, or Transact offer.

For partners with transactable offers, as you reach new revenue milestones in the commercial marketplace, you will unlock additional marketing, sales, and technical benefits to support your stage of growth. These benefits are designed to support at your specific stage of business growth and naturally launch you into higher stages.

Our team will reach out to you to engage in these benefits shortly after your offer goes live in either Azure Marketplace or AppSource.

Check out the full [list of Marketplace Rewards benefits](#).

Co-sell

Microsoft delivers millions of referrals to partners like you every year, helping businesses grow essential relationships within the network and with new customers. Our Co-sell program is the path for partners to jointly sell with Microsoft. Microsoft's commercial marketplace is the starting point to participate in this program.

Once a solution has been listed in the marketplace and achieves Co-sell Ready status, it becomes discoverable within Microsoft sales systems and bi-directional opportunity sharing is enabled within Partner Center. [Learn more about becoming Co-Sell Ready](#).

IP Co-sell

Microsoft sellers are additionally compensated for a subset of Co-sell Ready third-party solutions known as IP Co-sell Ready. These solutions are certified as repeatable, packaged, and platformed on Microsoft Azure, Dynamics 365, PowerApps, or Microsoft Teams. Microsoft sellers can also earn scorecard credit for each qualifying and registered collaborative win. Once your solution is Co-sell Ready or if you have questions, [engage the OCP Co-sell Desk](#) for support.

Business Applications ISV Connect

The Microsoft Business Applications ISV Connect Program has been designed to enable coordinated sales efforts within enterprise and mid-market field teams for joint selling in select scenarios. The new program is built around a revenue sharing model to help offset the cost of running ISV SaaS offerings on the Dynamics 365 platform and to enable continued investment in ISVs through new technical, marketing, and sales enablement benefits. Get started with the [Business Applications ISV Connect Program onboarding guide](#).

Cloud Solution Provider

With the simple check of a box during offer creation, you can configure your offer to be sold by the network of 70,000+ partners around the world whom participate in the Cloud Solution Provider (CSP) program. Servicing millions of customers, partners in the CSP program are trusted advisors, services providers, and software resellers. [Commercial marketplace publishers can choose to opt-in](#), and

[partners in the CSP program can choose to sell marketplace offerings](#) in addition to Microsoft first party products.

Getting Started

To sell through Microsoft's commercial marketplace, you'll need a work account (Azure Active Directory), Microsoft Partner Network identity, publisher profile, and associated tax and payout information. The sign up and configuration process is simple and starts here:

<https://aka.ms/JoinMarketplace>.

- SaaS applications and Dynamics 365 extensions and applications are published in Partner Center.
- VM images, Azure Applications, Managed Apps, Containers, IOT Edge Modules, Consulting Services, and Managed Services are published in Cloud Partner Portal.
- Teams apps, Office 365 add-ins, SharePoint apps, and Power BI Visuals are published in Seller Dashboard.

All off types will be published and managed in Partner Center, and transition from Cloud Partner Portal and Seller Dashboard to Partner Center is happening in phases. Office 365, Teams, SharePoint, and Power BI solutions will be in the Office Store tab, and all the others will be in the Commercial Marketplace tab. Learn more about the [transition to Partner Center](#).

Azure Active Directory

The backbone of Microsoft's commercial cloud is the identity service, Azure Active Directory, which is used by Microsoft 365, Azure, Dynamics 365, and the Power Platform. An Azure Active Directory account, also referred to as a work account, is the username, password, and associated attributes that you will use to authenticate to Partner Center.

If you don't have an Azure Active Directory presence already, a tenant is automatically created for you during the sign-up process. Just make sure to set up your profile with a work email address that isn't a consumer service (e.g. Outlook.com).

Microsoft Partner Network

Being an official Microsoft partner by joining the Microsoft Partner Network gives you access to partner programs, tools, support, and community. It is also the minimum requirement for publishing offers into Microsoft's commercial marketplace and participating in the co-sell program.

If you already have a Microsoft Partner Network Identity (MPN ID), the sign up process skips this step, and if you're new to MPN, an ID number is assigned along the way. In addition to entering a bit of information about your organization, you'll be prompted to accept the [Microsoft Partner Network agreement](#).

Commercial marketplace enrollment

The portal where you manage your relationship with Microsoft and conduct go-to-market activities is called Partner Center, and it can be accessed through the Microsoft Partner Network at partner.microsoft.com/dashboard. Whether you're going through the initial MPN sign up or have been a

longtime member, anyone with access to Partner Center can enroll in the commercial marketplace program and activate the publishing experience within Partner Center. You'll create a publishing profile and accept the [Marketplace Publisher Agreement](#) in this step.

Partner Center permissions

With a role-based access control model, there are various roles that can be assigned to users, which provides permissions accordingly. Whoever completes the enrollment process for the commercial marketplace program automatically becomes the owner, and this person has access to configure payout and tax information. [Learn more about Partner Center permissions.](#)

Tax and payout info

To enable you to sell through Microsoft's commercial marketplace, we'll need some tax information from you, and we'll also need to know where to route the money. As a prerequisite to creating a transactable offering, you will create a tax profile with standard information about your company. In the US, this is a W-9 tax form, and for all other organizations, you'll need to denote whether you conduct business in the US and owe taxes there.

Once you've submitted business registration and tax information, we'll have you define the location for payouts. Globally, you can use a bank account or wire transfer, and in some geographies, PayPal is supported. There is a minimum payout volume of \$50 USD. [Learn more about tax profiles and payouts.](#)

Offer Types

Each offer articulates business value, provides decision making information, and drives a customer to action. How you engage with your customers and the call to action you wish to present will determine the ideal offer type for your product.

Transactable

The optimal customer experience enables end-to-end discovery, evaluation, purchase, and implementation. Billed against an existing Microsoft subscription or a simple credit card transaction, customers can acquire, deploy/provision, and activate solutions seamlessly across channels. Microsoft's commercial marketplace and programs are designed to prioritize transactable offerings.

Bring Your Own License

Bring Your Own License (BYOL) offers deploy directly into a customer's Azure subscription but are transacted outside Microsoft's commerce platform. Customers find value in cloud infrastructure but may have software investments running on-premises, and with BYOL offerings, they can easily deploy solutions in the cloud, sustain their ROI, and maintain their relationship with the existing vendor. You simplify their transition to the cloud, and your customers are incentivized not to evaluate competitive solutions. The BYOL offer type is also useful for ISVs with robust existing commerce capabilities, and you are responsible for license validation services.

Listing – Trial

A trial listing provides customers with a description of your offering, material to evaluate the solution, and a call to action to activate a free trial. As a publisher, you define the website to which customers are routed and implement the trial capabilities within your own commerce stack and solution.

Listing – Contact Me

A simple listing is quick and easy to create and enables customers to discover your offering. With text description, images, supporting documents, and optional video content, customers are encouraged to request contact from your team. Microsoft routes leads to the Partner Center Referrals portal and CRM system of your preference.

Product Types

Microsoft’s commercial marketplace is designed to sell products built on or built for Microsoft’s cloud. From standalone, multi-tenant software to Office add-ins and from niche industry solutions to broadly relevant IT management tools, there is a product type to support your architecture and implementation model.

Microsoft commercial marketplace product types

	Virtual Machine	Azure Apps (Multi-VM)	Container Image	IOT Edge Module	Managed Services	Consulting Services	SaaS App	Office 365 Add-in	Dynamics 365 Add-in	PowerApps
List (Contact)						✓	✓	✓	✓	✓
List (Trial)							✓	✓	✓	✓
Free		✓	✓	✓			✓			
BYOL	✓	✓	✓	✓	✓					
Transact	✓	✓	Coming Soon				✓	Via SaaS offer	Coming Soon	

✓ Azure Marketplace ✓ AppSource ✓ Both

Software-as-a-Service

Built, deployed, managed, updated, and supported by the ISV on the ISV’s own infrastructure, software-as-a-service (SaaS) is accessed by a customer over the internet. Typically, the ISV will run the SaaS solution on their own Azure subscription, and customers are charged for licenses that are inclusive of IP,

infrastructure, and servicing costs. SaaS offers are available in either Azure Marketplace or AppSource depending on the industry and categories selected.

To ensure a seamless customer experience from purchase through provisioning, we require that SaaS offerings support Azure Active Directory single sign on. A website for the customer to complete the set-up process and a webhook/API integration for billing and orders are also necessary.

SaaS pricing options include flat rate, per user, and metered consumption, and each can be monthly or annual pricing commitments. One-month trials that automatically convert to a paid subscription are also supported.

Learn how to [publish a SaaS offer](#), integrate with the [fulfillment API](#), and optionally use the [metered billing service](#).

Virtual Machine Image

Virtual appliances are packaged as VM images that must be compatible with Windows or Linux operating systems. These are in Azure Marketplace and not Microsoft AppSource due to the dependency on an Azure subscription. Customers pay you for the software license, and they pay Microsoft for the underlying Azure infrastructure consumption.

VM images are priced by hourly consumption on a per core basis, and you can define a consistent cost or variable according to VM type. One-month and three-month trials that automatically convert to paid consumption are also supported.

Learn to [prepare a Windows VHD or VHDX for Azure](#) and [endorsed Linux distributions on Azure](#).

Azure Applications

Using solution templates built on Azure Resource Manager (ARM) templates, you can define resources to provision automatically within a customer's Azure subscription. Any Azure resource supported by ARM can be configured as part of an Azure Application (solution template), and they are in Azure Marketplace and not Microsoft AppSource due to the dependency on an Azure subscription. Customers pay for their Azure consumption, and to monetize your IP, you charge for VM images deployed by the solution template.

The solution template is not monetized itself, and Azure Applications charge based on the underlying resources. First, create a VM image offer, set the consumption price for the VM, and optionally set the VM offer to "hidden." Then, configure your Azure Application's solution template to deploy the hidden VM offer.

Learn more about [Azure Resource Manager templates](#).

Managed Application

Technically a sub-category under Azure Applications, the Managed Application is deployed within a customer's Azure subscription, but the ISV retains management permissions. In fact, customers can view the resource group and resources that are created but cannot modify the resources. This enables a fully managed service or extension of a SaaS solution into the customer's Azure tenant. However, unlike SaaS, the customer pays Microsoft for the Azure infrastructure consumption. Due to a dependency on

the customer's Azure subscription, Managed Applications are available in the Azure Marketplace and not Microsoft AppSource.

Managed Applications are priced as a monthly flat fee that includes your IP and services. Additionally, like an Azure Application, you can charge based on hourly consumption of VM images deployed by the solution template.

Containers

Container offers allow you to publish Docker container images that are provisioned as a Kubernetes-based Azure container service. The container image must be based on the Docker image specification, built from a Dockerfile, and hosted in an Azure Container Registry repository. Learn more about [Docker image specifications and Dockerfiles](#) and working with the [Azure Container Registry](#).

Container offers support free or Bring Your Own License models, and they are available in Azure Marketplace and deployed directly into a customer's Azure subscription.

IoT Edge Modules

Azure IoT Edge Modules lets you deploy and managed business logic on internet-connected devices in the form of modules. Azure IoT Edge modules are the smallest computation units managed by IoT Edge and can contain Microsoft services (such as Azure Stream Analytics), 3rd-party services or your own solution-specific code. To learn more about IoT Edge modules, see [Understand Azure IoT Edge modules](#). IoT Edge modules are available in Azure Marketplace and are not transactable through our commercial marketplace yet.

Managed Services

[Azure Lighthouse](#) is a set of management tooling designed for Managed Service Providers (MSPs) and optimized for cross-tenant experiences. A key component is [Azure Delegated Resource Management](#), which is integrated with Azure Marketplace's Managed Service offerings. Along with the service description and marketing material, you define the permission level required to deliver your managed services and the appropriate user account or security group for your delivery team. When a customer accepts your Managed Service offer, they select a subscription and provision the defined permissions to your user account or security group. [Azure Partner Admin Link](#) is also automatically associated with your credentials.

To ensure that Microsoft is presenting customers with highly qualified services offerings, we require that publishers maintain a silver or gold level [competency](#) in Cloud Platform. Managed Services are not transactable through our commercial marketplace yet.

Consulting Services

Implementing business solutions, understanding complex technology, and developing software can be challenging for organizations whose primary focus is a business objective or agency goal. Assessments, workshops, implementations, and custom development services help drive customer success with Microsoft products, and the Consulting Services offer type allows you to list your services in either Azure Marketplace or Microsoft AppSource according to audience.

To ensure that Microsoft is presenting customers with highly qualified services offerings, we require that publishers maintain a silver or gold level [competency](#) in the relevant capability area. Consulting Services are not transactable through our commercial marketplace yet.

Teams Apps

Microsoft Teams Apps extend the capabilities of Teams and are web apps developed in your preferred web-programming technology. Defined by a manifest (JSON file), Teams Apps are published to Microsoft AppSource and are installed directly into Teams. [Learn more about apps for Microsoft Teams](#) and [how to monetize through integration with a paid SaaS offer](#).

Office Add-ins

The Office Add-ins platform allows you to extend Office application functionality with familiar web technologies. Create new and complimentary features that integrate with the Office clients and bring external data into the applications for rich, interactive objects embedded in documents. Office Add-ins are available in Microsoft AppSource. Learn more about the [Office Add-ins platform](#) and [how to monetize through integration with a paid SaaS offer](#).

SharePoint Solutions

Using the SharePoint Framework (SPFx), you can build productive experiences and apps that are responsive and mobile-ready from day one. The page and web part model provides full support for client-side SharePoint development and easy integration with SharePoint data compatible with SharePoint Online. SharePoint Framework web parts and extensions are available in Microsoft AppSource. Learn more about the [SharePoint Framework](#) and [how to monetize through integration with a paid SaaS offer](#).

PowerBI Visualization

Visuals in PowerBI allow users to see their data in new, empowering, and understandable ways. Using the custom visuals SDK, you can develop PowerBI visuals that users can access and install from Microsoft AppSource. Learn more about [visuals in PowerBI](#) and [how to monetize through integration with a paid SaaS offer](#).

Dynamics 365 for Finance and Operations

[Microsoft Dynamics 365 for Finance and Operations](#) is an enterprise resource planning (ERP) service that supports advanced finance, operations, manufacturing, and supply chain management. You can customize the application by using extensions. An extension enables you to add functionality to existing model elements and source code. Dynamics 365 for Finance and Operations extensions are available in Microsoft AppSource and are not transactable through our commercial marketplace yet.

Dynamics 365 Business Central

[Microsoft Dynamics 365 Business Central](#) is an enterprise resource planning (ERP) system that handles a wide range of business processes, including finance, operations, supply chain, CRM, and project management and electronic commerce. Use your deep industry expertise to build, deploy, and test your apps on a modern platform with rich functionality and easy-to-use development tools. Develop apps that comply with regulatory capabilities and expand your solutions using Dynamics 365 apps, PowerApps, and Microsoft Flow to increase relevance and differentiation to customers. Dynamics 365

for Business Central applications are available in Microsoft AppSource and are not transactable through our commercial marketplace yet.

[Dynamics 365 CE & PowerApps](#)

From engaging your customers, empowering employees or transforming your products and services, [Dynamics 365 CE](#) provides customers with a deep understanding of their business to help digitally transform and achieve success.

Dynamics 365 CE can also be integrated with other systems or you can build the business apps you need and extend or customize the apps you already use, using the [Microsoft Power Platform](#) which includes [PowerApps](#), [Flow](#) & [PowerBI](#). Dynamics 365 CE apps are available in Microsoft AppSource and are not transactable through our commercial marketplace yet.

Terms and Customization

Microsoft's commercial marketplace operates on an agency model where you, as the publisher, define the price of your offering, terms and conditions of use, and duration of the contract. Please be aware that these settings are immutable and cannot be changed once an offer has gone live.

[Duration](#)

There are two contract duration options, which are available according to product type. The contract duration aligns with billing cycles in most cases, although some enterprise customers pay quarterly.

- Monthly – Software-as-a-Service, Virtual Machine Image, Managed Applications
- Annual – Software-as-a-Service

[Standard Contract](#)

To simplify customer procurement and legal reviews, Microsoft offers a [Standard Contract](#) that you can choose to adopt as the terms and conditions for your offer. Composed by Microsoft's legal team, the consistency allows customers to review and approve the Standard Contract once and confidently accept it in the future. Although written and offered to publishers by Microsoft, these terms and conditions apply to your offer, so be sure to validate that they meet your requirements before selecting this option.

[Contract Amendments](#)

We know that your products are unique, and your customers have unique requirements, so leveraging a standard set of terms and conditions may be unrealistic for your business. That's why it's possible to add amendments to the Standard Contract. Customers can review and approve the Standard Contract and breeze through that portion, while focusing their attention on the amendments that you've included for your offer. Amendments can be universal – applying to your offer for all customers – or tenant specific so that it's only relevant to the customers of your choice. This allows you to offer negotiated terms and conditions on a per-customer basis. Amendments are not supported with all offer types yet.

Custom Contract

If the Standard Contract – even with amendments – just doesn't meet your requirements, it is possible to craft custom terms and conditions. The text box supports up to 12,000 characters, and for anything longer, we encourage you to host a document on a website and enter the URL in this field.







Private Plans

Private plans allow you to provide a unique product package or negotiated pricing for a specific customer or set of customers as defined by Microsoft tenant ID or Azure subscription. Each offer must have at least one plan, but a public plan is not mandatory. Private offers can be published into any sales channel as long as you know the customer's tenant or Azure subscription ID, which can be entered manually or in bulk via CSV file.

Pricing Options

Transactable offers – those sold through Microsoft's commercial marketplace – need a billing model to charge your customers. The price is set on each plan and can be different based on contract duration, so you can offer a discount for longer commitments. Product types support various pricing models, so make sure to review the section on your product type to understand your options.

Pricing options

		Virtual Machines 	Azure Apps 	SaaS Apps 
	Duration	Monthly	Monthly	Monthly or Annual
	Pricing	Consumption per core/per hour	Leverage VM pricing Managed Apps only: Flat rate	Flat-rate Per-user Consumption-based
	Trials (optional)	1-month or 3-months	Leverages VM pricing	ISV led: Variable Sell through Microsoft: 1-month

*Publisher payout follows customer billing cycle

Flat Rate

The simplest pricing option is to use a flat rate. Regardless of customer consumption or users, they pay a consistent price that is set on a monthly or annual basis.

Per User

The most popular model for business software, the per-user pricing option allows you to define the price for each user, and customers pay based on the number of employees they want to provide access. The price reflects either monthly or annual contracts.

Consumption – Metered

You can monetize usage of your solution based on any custom event that you specify. By integrating with the commercial marketplace [metering service](#), you can set a price per event that you are responsible for defining, metering, and sharing usage with Marketplace for billing purposes. Examples of billing dimensions can include bandwidth consumed, emails sent, support cases created, or activation of your service's advanced features. Offers that use the metered billing pricing option can also include a flat rate fee.

Consumption – Hourly

The classic model for cloud infrastructure, the hourly consumption pricing option charges customers based on their usage of the software by time. Customers are billed after the consumption occurs.

Trials

Giving customers an opportunity to experience your solution is one of the best ways to convert interest into purchases, and with simply the check of a box, you can add a free trial period to the beginning of your paid offer.

Flat rate and per-user SaaS offers support one month trial periods, which can be added to the start of monthly or annual contracts. Unless the customer disables auto-renew, once the month trial concludes, the subscription will automatically convert to paid and enter a monthly or annual contract. For example, the one month trial generates an invoice of zero dollars followed by a twelve month contract at the price you've defined. Trials are not supported with metered consumption offers yet. Note: there is a separate SaaS listing offer type for trials which are not transactable and do not convert to paid through Microsoft's commerce platform.

Virtual machine offers support one month or three month trial periods. At the end of the trial duration, the offer automatically begins billing for hourly consumption. Azure Apps (solution templates and managed apps) that are monetized via paid VMs follow the same trial policy as the underlying VMs with the exception of a flat rate fee for managed apps.

Policies and Processes

Microsoft operates the commercial marketplace according to processes and policies designed to deliver the best possible customer experience with offerings they can trust and a seamless purchase flow. Similarly, we are committed to enabling and supporting publishers for success.

Analytics and reporting

Running your business requires data and insights, so we provide detailed information about your offers and your customers. The "Analyze" portion of the Commercial Marketplace experience in Partner Center includes reports, charts, and graphs, as well as export capabilities. You will find aggregate views as well

as individual customer information that includes contact information, seller and channel insights, and usage data. [Learn more about commercial marketplace analytics](#) along with a complete data dictionary.

Lead routing

When customers interact with your offer on Azure Marketplace or Microsoft AppSource, they demonstrate interest, and if they take certain actions, their interest is captured as a lead. These sales leads and the prospective customer's information is shared with you to nurture and convert to a paying customer. When creating an offer, you will [configure lead routing](#) to the location or system of your choice.

Offer certification

To ensure that Microsoft is promoting high quality and secure products that our customers can trust, we review and certify each offer that is published into the commercial marketplace. The process duration is variable based on offer type and technical complexity of your product, so please consider this when planning to launch a new offer. [Learn more about certification policies](#).

Marketplace fee

Microsoft's commercial marketplace operates on an agency model, and a percentage of revenue is retained from each transaction. It is completely free to create an offer, and as a publisher, you set the customer's price. The marketplace transaction fee is executed once a customer has paid and before you receive the payout. The standard fee is 20% of billed sales which funds commercial marketplace operations, development, and rewards programs.

SaaS Promotion

From July 2019 through June 2020, the marketplace fee is reduced for SaaS offers for qualifying publishers. The criteria is at least one IP co-sell ready or prioritized solution. If you do, any SaaS offer published by your organization receive a 10% fee on billed sales. And if the SaaS offer is sold by a partner in the Cloud Solution Provider program, that 10% of billed sales goes directly to the CSP rather than Microsoft.

Payouts process

You receive payouts for sales once Microsoft has collected from the customers and processed the marketplace fee. We pay by the 15th of each month for revenue collected the prior month and will distribute money via bank account, wire transfer, and in some geographies, PayPal. A minimum volume of \$50 USD is required for a payout, and the number of days that it takes to reach your account varies based on delivery method. Learn more about [setting up a payout account](#) and [payment methods, thresholds, and timeframes](#).

Tax policy

For Microsoft to withhold taxes appropriately, you'll create a tax profile as part of your account set up. If your company is US based, it is a standard W-9 form, and if you are based outside the US, you will complete a simple set of information. You may want to consult your tax specialist to ensure that you set up the tax profile accurately and take advantage of tax treaty benefits if appropriate. Learn more about [creating a tax profile](#), [IRS tax forms](#), and [tax details](#).

Cancellations and refunds

Offers that are charged based on consumption are billed after the customer has used the product, and refunds are not supported through Microsoft's commerce platform. If you choose to provide customers with a refund to compensate for a poor experience, that is your prerogative outside our systems.

Subscription based offers are paid up front for a period of time, and by default, they will automatically renew for another month or year depending on the offer's configuration. Customers can disable auto-renew at any time, and they can receive a full refund if they cancel shortly after the initial purchase. For monthly subscriptions, the customer must cancel within 24 hours, and for annual subscriptions, the customer must cancel within the first 14 days.

Publisher support

The commercial marketplace publisher support team is always ready to assist with issues and questions. After you submit a ticket, a specialist will follow up within 24 hours, and our support teams, business teams, and engineering teams collaborate to triage, manage, and resolve tickets as quickly as possible.

We appreciate as much information as you can provide upfront to help us understand your experience, your expectations, and actions you've taken to troubleshoot. The offer ID, your publisher profile, and any relevant screenshots are also particularly helpful.

Support tickets can be [submitted through Partner Center](#) using the question mark icon in the top right corner, or you can engage our publisher support through <https://aka.ms/MarketplacePublisherSupport>

Publisher Agreement & Participation Policies

To create a publisher profile and create offers in Microsoft's commercial marketplace, you must accept the [Marketplace Publisher Agreement](#) and adhere to [participation policies](#).

Ratings and reviews

Microsoft enforces [ratings and reviews policies](#) that govern what is acceptable in customer reviews.