

Acquire more customers with the reach of Microsoft

How Azure Marketplace connects you
to millions of customers

 Reading time: 5 minutes



The way we all do business is changing

According to Forrester research:



67 percent of business buyers want to gather their own info online without interacting with a sales rep.



B2B e-commerce is forecasted to compound by **10 percent** annually through 2023.

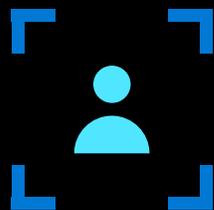
Furthermore, e-commerce has grown **52 percent** in the COVID era, and conversion rates have grown **8.8 percent**.

Clearly B2B purchasing behavior is skewing heavily towards self-service e-commerce buying. Publishing your app in Azure Marketplace* puts you right in the sweet spot of that trend.

Connect to the power of the Microsoft ecosystem to get visibility to new customers that you can sell to and deploy your solutions seamlessly to—95 percent of all Fortune 500 companies use Azure.



Don't miss the accompanying session
Go-To-Market and Sell Through Azure Marketplace.

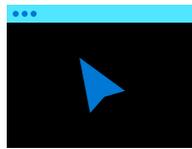


Microsoft has one of the largest, most diverse marketplaces on the planet with over **4 Million** monthly shoppers and **25,000-plus** published solutions.

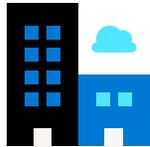
Give your customers 24/7 access to your app through Azure Marketplace

Publishing in Azure Marketplace puts your app in one of the largest B2B marketplaces in the world. Take advantage of the marketplace to make sure you're delivering the best apps to the customers you want 24/7. It's a huge leads-driver and one of the key reasons Azure publishers reported seeing their leads pipeline increase twofold in a recent [Forrester*](#) study commissioned by Microsoft.

Quick facts:



Azure Marketplace gives you *direct selling access* to Microsoft customers.



95 percent of Fortune 500 companies use Azure.



99 percent of Azure's top 200 customers buy through the commercial marketplace.



95 percent of the Fortune 500 use Azure, and *99 percent* of our top 200 customers buy from the commercial marketplace.

Publish in Azure Marketplace to increase awareness and simplify transacting:

-  Reach more than four million active shoppers monthly.
-  Engage with high-potential leads and sell in more than 140 global geographies.
-  Streamline procurement and simplify billing through a single bill from Microsoft.

How our partners have achieved success: ShookIOT

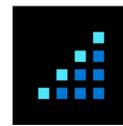
Starting with just 5 people and an app published in Azure Marketplace

ShookIOT is a startup that specializes in Industrial Internet of Things solutions. Starting with just five people and a solution in the Azure Marketplace, they were contacted by a Fortune 50 global energy giant, resulting in a deal that transformed ShookIOT's business nearly overnight.

Publishing to Azure Marketplace is the entry point to selling with Microsoft:



Sell through more than 90,000 Cloud Solution Provider (CSP) Partners



Scale your sales force, leveraging more than 15,000 Microsoft field sellers



Watch the video →

Reduce cost and time to market



Grow revenue by creating free trials that automatically convert to paid.



Solution types you can sell through Azure Marketplace.



Earn up to \$200,000 worth of benefits in [Marketplace Rewards](#).

“The bottom line—
Fortinet’s PAYG revenue on Azure grew by **82 percent over the previous 12 months** and we saw an amazing **10x return** on our campaign investment.
Strong results, strong partnership.”

Frederick Harris
Director of Cloud Self-Service, Fortinet
[Commercial Marketplace Partner of the Year award winner](#)



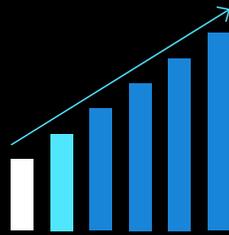
Solution types you can sell through Azure Marketplace

- **VM images**—The publisher can easily deploy a single virtual machine instance that customer has full access to.
- **Azure apps solution templates**—Leverage Azure resources outside of a single VM instance; customers have visibility and can manage the resources.
- **Azure apps managed applications**—Publisher can control access and manage solution assets through the Azure managed applications feature and take advantage of flexible billing options through usage-based metering.
- **Software as a Service (SaaS) apps**—Publisher manages the solution entirely, performing upgrades and maintenance without accessing customer subscription, and can take advantage of flexible billing options through usage-based metering.
- **Containers**—The publisher solution is packaged as a single container image deployed to customer’s Azure subscription.



Learn more about offer types





Next steps you can take to drive growth

If you build and sell software,
Azure Marketplace can be your growth multiplier.

Become a Microsoft partner

Getting your free Microsoft partner ID is the first step to selling with Microsoft and a requirement for publishing your app.

[Get your partner ID >](#)

Publish your app

Azure Marketplace is a proven driver of cost savings, enhanced agility and efficiency, and qualified leads that open up new opportunities.

[Learn how >](#)

Contact us

Interested in scaling your existing app or building a new SaaS solution with Microsoft Azure? Talk to one of our Azure sales specialists to get answers to all your questions.

[Talk to us >](#)

“Publishing in the Azure Marketplace was a decision made by NetApp to support its strategy to provide customers with all of the value the cloud has to offer. Since publishing our Azure Marketplace solution, we’ve seen double digit revenue growth combined with happier and more engaged customers.”

Adam Carroll

Sr. Product Marketing Manager at NetApp