

A powerful partnership with Microsoft



Build innovative solutions

Security – expert multi-layered protection

Scalability – flex to fit without compromise

Innovation – outperform the market without friction



Reach new customers

Integrate – add value for millions of Microsoft customers

Empower – maximise connections on our global commerce engine

Accelerate – drive enterprise procurement with our trusted base



Grow your business

Direct – reach four million monthly shoppers on Marketplace

Partner – team up with thousands of Microsoft Cloud Solution Providers

Team – co-sell with Microsoft's established field sellers

Build innovative solutions



The Microsoft Cloud delivers an optimised journey for your customers, which is easy to purchase, deploy and can flex to fit:

Security – expert multi-layered protection

Multi-layered protection is underpinned by an investment of over US\$1b in R&D, supported by 3,500 cyber security experts and shored up by 90+ compliance offerings. Analysing eight trillion threats daily, we ensure your data ownership, storage and security is uncompromised.

Scalability – flex to fit with no compromise

No matter the distance, location and scale – with Azure you can create extraordinary experiences for your customers. Sustainability is embedded at the heart of all we do, and we support you and your customers with more datacentres and the largest compliance portfolio of any cloud provider.

Innovation – outperform without friction

Innovation without friction knows no limits. Microsoft enables our ISV and SaaS partners to build and scale innovative solutions, which outperform the competition. Software development and developer velocity drive business performance and freely reach new heights of innovation.

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Reach new customers



With over 26,000 published applications and services, Microsoft Marketplace increases your visibility to new customers instantly:

Integrate – add value into software that millions of Microsoft customers use every day

Adding value to solutions such as Microsoft Teams or Dynamics 365 gives you unique access to their existing customer base, with the potential to target one billion customers using Microsoft technology, 300 million customers using commercial Office 365, and 145 million using Microsoft Teams.

Empower – maximise connections on our global commerce engine

Our operations across over 140+ countries and 17 currencies offer you a robust commercial engine, connecting customers and partners across the world. It provides flexible payment options and the freedom to select global markets, for streamlined tax and compliance considerations.

Accelerate – drive enterprise procurement with our trusted base

Our long-term customer relationships – built on trust – enable and define modern enterprise procurement. Take confidence in the knowledge that 95% of Fortune 500 and Azure's top 200 customers purchase through our Marketplace, and the robust contracts that we offer you.



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Grow your business



Grow your business across three unique channels and accelerate your pipeline with marketing support and incentives from Marketplace Rewards:

Direct – reach four million enterprise buyers through Microsoft’s Commercial Marketplace

Take the pain out of the process with Marketplace. Every month we can help you reach four million unique active users in 140+ countries across the globe and Marketplace opens up unprecedented opportunities for you to sell to our existing customer base.

Partner – team up with thousands of Microsoft Cloud Solution Providers

Partner to partner is the way to go to co-sell your SaaS solutions. This way, Marketplace has generated over \$15B in partner annual contract value in the last three years. We have 90,000 cloud solution providers (CSPs) worldwide, and 427,000 of our customers globally purchase via a CSP partnership.

Team – co-sell with Microsoft’s established field sellers

We have 15,000 field sellers supporting our managed customers who can help you co-sell and accelerate your solution growth. By publishing through Microsoft’s Commercial Marketplace, you leverage Microsoft’s connections to the world’s largest companies. 95% of the Fortune 500 use Azure and 99% of our top 200 customers buy directly through the Commercial Marketplace.