



Accessibility Partner Onboarding Guide

Introduction

Partner-led accessibility solutions help to scale and complement Microsoft accessibility technologies, enabling environments where People with Disabilities can live, work and thrive. Our goal is to enable growth of this opportunity: enabling more partners to list offers.

This document outlines the key steps and requirements needed for partners who wish to publish accessibility related consulting services or solution based offers to publish a listing on Marketplace.

Why Marketplace?

Microsoft Marketplace enables partners to publish, sell, and scale technology solutions for enterprise and public-sector customers worldwide. Partners can list accessible SaaS applications, AI and Copilot extensions, Azure-based solutions, and professional services that support disability inclusion, compliance, and equitable experiences. For accessibility partners, this offers the opportunity to help to scale and complement Microsoft accessibility technologies.

Marketplace simplifies procurement by allowing customers to purchase solutions through existing Microsoft agreements; Microsoft handles global billing, tax, and compliance. Eligible solutions can count toward customers' Azure Consumption Commitment (MACC).



Who publishes on Marketplace?

- Independent Software Vendors (SaaS apps, Azure applications, virtual machines)
- Consulting and services firms
- System integrators (solutions built on Azure or Dynamics 365)
- Accessibility and niche solution providers, provided they meet program and technical requirements

Partner Eligibility Criteria

- ✓ Be a member of the Microsoft Cloud AI Partner Program
- ✓ Have a Microsoft Marketplace account in Partner Center

How to publish on Marketplace

A multi-step process.

Detailed guidance for every step is captured on subsequent slides

1. Offer Type Selection

Choose the offer type that matches what you sell and how customers will engage (services vs. transactable software)

2. Offer Definition

Define what you will deliver, for whom, and with what outcomes so your listing is specific, repeatable, and easy to understand

3. Marketplace Listing Content

Draft the customer-facing copy and assets up front facilitate publishing timelines and maximize discoverability.

4. Create the Offer in Partner Center

Build the offer in Partner Center by selecting the offer type and entering your prepared details, then set where it will be available and how customer inquiries will route to your team

5. Offer-Specific Configuration

Complete the additional details required for your specific offer model so the offer can be purchased or engaged correctly.

6. Microsoft Validation Review

Submit your offer for Microsoft's review to confirm it meets Marketplace policies and quality standards

7. Publish and maintain

After approval, publish the listing and treat it as a living asset—promote it internally, monitor lead flow, and refresh content as your offer, proof points, and priorities evolve

8. Scale & Co-sell

If you want to grow beyond basic discovery, assess what's needed to drive more demand (transactable options) and to engage the Microsoft field effectively through co-sell and aligned go-to-market motions

1. Offer Type Selection

Choose the Marketplace offer type that matches what you sell and how customers will engage (services vs. transactable software), because it determines required fields, validation, and go-to-market mechanics

For consideration:

- ✓ Confirm supported offer type (e.g., Consulting Services, SaaS, Azure-based solution)
- ✓ Ensure the offer is a clearly defined, customer-facing offering
- ✓ Validate alignment with Microsoft technologies (Azure, Microsoft 365, AI, etc.)

2. Offer Definition

Define exactly what you will deliver, for whom, and with what outcomes so your listing is specific, repeatable, and easy for customers (and Microsoft) to understand

For consideration:

- ✓ Define what you will deliver, the target audience, and expected outcomes
- ✓ Ensure the listing is specific, repeatable, and easy for customers to understand
- ✓ Craft the offer so Microsoft can clearly assess and support it

3. Marketplace Listing Content

Draft the customer-facing copy and assets as clearly as possible to facilitate publishing timelines and maximize discoverability.

Elements to include:

- ✓ Offer title (clear, concise, outcome-oriented)
- ✓ Offer description (2–3 short paragraphs in plain language)
- ✓ Categories and industries accurately reflect capabilities
- ✓ Call to action (Contact Me, Trial, Buy Now – aligned to offer type)
- ✓ Company logo (brand compliant)
- ✓ Images/screenshots (clear, readable, representative)

4. Create the Offer in Partner Center

Build the offer in Partner Center by selecting the offer type and entering your prepared details, then set where it will be available and how customer inquiries will route to your team.

Go to Partner Center → Commercial Marketplace:

- ✓ Select Create new offer
- ✓ Choose the appropriate offer type
- ✓ Enter prepared listing content
- ✓ Configure markets, visibility, and lead routing

5. Offer-Specific Configuration

Complete the additional details required for your specific offer model (for example, services scope and delivery details or pricing/plan setup for transactable offers) so the offer can be purchased or engaged correctly.

For consideration:

- ✓ Complete the additional details required for your specific offer model
- ✓ Define services scope, delivery details, or pricing and plan setup as applicable
- ✓ Ensure the offer can be purchased or engaged correctly by customers

6. Microsoft Validation Review

Submit your offer for Microsoft's review to confirm it meets Marketplace policies and quality standards, then iterate based on any validation feedback until it passes.

Steps to take:

- ✓ Submit the offer for Microsoft review
- ✓ Respond to validation feedback
- ✓ Update content as required to meet Marketplace quality and policy standards

7. Publish & Maintain

After approval, publish the listing and treat it as a living asset—promote it internally, monitor lead flow, and refresh content as your offer, proof points, and priorities evolve

Steps to take:

- ✓ Publish the listing after approval and promote it internally
- ✓ Monitor lead flow and track engagement performance
- ✓ Refresh content as your offer, proof points, and priorities evolve

8. Scale & Co-sell Readiness

If you want to grow beyond basic discovery, assess what's needed to drive more demand (transactable options) and to engage the Microsoft field effectively through co-sell and aligned go-to-market motions

Steps to consider:

- ✓ Evaluate transactable (Buy Now) options
- ✓ Assess co-sell and field engagement readiness
- ✓ Align offer to Microsoft solution plays and GTM motions
- ✓ Work with the Accessibility team to ensure their placement and amplification

Other Resources

[Transacting on Microsoft Marketplace - Marketplace publisher | Microsoft Learn](#)

[Mastering the Marketplace - Mastering the Marketplace](#)

[Microsoft Americas New Partner Quick Start | Groups | LinkedIn](#)

[SI/Services Partner Journey and Onboarding Guide | Microsoft Partner Skilling Hub](#)

[SDC Partner Journey and Onboarding Guide | Microsoft Partner Skilling Hub](#)



Need more help? Feel free to explore these resources or contact Angela Lean (alean) on the CELA Accessibility team