

**ISV Success**  
**Benefits Guide**  
*Last Updated: 12/12/24*

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# About ISV Success

## Purpose of ISV Success

Microsoft ISV Success (“ISV Success”) is designed to help ISVs get solutions to market more quickly by providing them with benefits to help build well-architected applications on Microsoft cloud platforms and to publish those applications into Microsoft’s commercial marketplace, Microsoft AppSource or Microsoft Azure Marketplace. (Information on other offers within the Microsoft AI Cloud Partner Program is contained [here](#).)

## ISV Success and the Microsoft AI Cloud Partner Program

ISV Success is an offering within the Microsoft AI Cloud Partner Program. Learn more at <https://partner.microsoft.com/partnership>.

## Journey Stages in ISV Success: Build, Publish, Grow



## Eligibility and Application Criteria

To be eligible for ISV Success a Partner must meet the “Requirements” set forth below.

Requirements for ISV Success	
<b>Application Criteria</b>	<ul style="list-style-type: none"><li>• Partner must have an ongoing application development project* or have started developing an application project* that meets the following criteria:<ul style="list-style-type: none"><li>○ The application must be business-to-business in focus;</li><li>○ The application must be built on or integrated with a Microsoft cloud platform; and</li><li>○ The application will be externally available and intended for repeat sales.</li></ul></li><li>• Partner must provide details about the application that they are planning to build, demonstrating that it does or will comply with the criteria set forth above. Such application build details must include an application use scenario.</li><li>• By accepting Benefits, Partner makes a commitment to initiating application development within 3 months of initial receipt of Benefits, and to completing application development within 12 months. Microsoft may, from time to time, request information on application development progress for confirmation of Partner’s ongoing compliance with the Requirements.</li><li>• For customer and user discoverability, Partner commits to publishing the completed application in the Microsoft commercial marketplace.</li></ul> <p><small>*Professional Service and Managed Service marketplace offer types do not qualify as “application development” projects for ISV Success; However, companies providing Professional Services are welcome to apply to ISV Success if they meet eligibility criteria above for non-Professional Services app(s) in development.</small></p>

## Enrollment Instructions

To enroll in ISV Success, Partners must complete the sign-up form located on [ISV Hub](#) (“Form”) to confirm that they meet the Requirements. Upon receiving the Form, Microsoft will review and validate if a Partner meets the Requirements. Partner will

receive a written notification on the ISV Hub site of whether they have been deemed Qualified\*, their participation is Declined, and/or if additional information is needed. Partners that are offered access to any pre-release information concerning Microsoft technologies or non-generally available offerings or other confidential information may be required to sign a non-disclosure agreement with Microsoft prior to access, and any such information is subject to Partner's strict adherence to the obligations under such agreement.

\* Partners that qualify on the ISV Hub will be directed to complete enrollment through Partner Center. Partners must complete the Partner Center enrollment form and meet the Requirements to be considered enrolled in the offering.

## Renewal of ISV Success Membership

If a partner enrolled in the ISV Success benefits package meets their program requirements of publishing in the Microsoft commercial marketplace, they will be offered a chance to renew their membership for an additional 12 months. Terms and conditions of accepting this renewal include the partner's confirmation that they have another B2B application they would like to publish on the Marketplace during the subsequent 12-month engagement. A program renewal fee will be communicated at the time of the offer.

- **Renewal Process:** Purchasing a renewal into another year of the ISV Success may only be done through coordination in Partner Center, and under certain circumstances, aided by the Engagement Manager.
- **Payment Method:** The program renewal fee may be paid via Partner Center billing account.
- **Refund Policy:** If, after payment, an ISV would like to withdraw from the program for that year, they must request a refund within 15 days from time of payment, provided they have not redeemed any program benefits during that time. This request will need to come from the partner directly through Partner Center.

## Benefits Purpose

Partner will have an opportunity to redeem several types of benefits to assist with the building, deployment, publishing, and marketing of applications. Descriptions of these benefits and the terms for each are listed below and can also be found at <https://www.microsoft.com/isv>. Microsoft may, from time to time, contact Partner regarding Partner use of the Project Benefits and Partner will, upon such request, provide reasonable documentation regarding Partner use. Partner's access to and use of licenses or subscriptions to Microsoft products require Partner's agreement to and compliance with the applicable license agreement governing the products. Licenses or subscriptions provided as benefits are granted only while Partner meets the Requirements and may have additional use restrictions, as may be further specified by Microsoft from time to time.

## Accessing Benefits

Once the ISV Success team has confirmed that a Partner met the Requirements, the Partner will be routed to Partner Center and provided with details on how to redeem Benefits. The ISV Success Engagement Desk ("Engagement Desk") is the point of contact to process benefits, schedule periodic check-ins to discuss the status of app development, address blockers and answer benefit related questions.

# Detailed Benefits Information by Journey Stage

## Build & Publish

### Core Package

The benefits offered as part of ISV Success are intended to support the building, deployment, and publishing of applications.

Build Your Product	Developer sandbox of cloud credits	\$5,000 Microsoft Azure credit
		Azure Standard Support Plan
		Dynamics 365 Sales, Field Service and Customer Service Partner Sandbox, 25 seats <sup>1</sup>
		Microsoft 365 E5 developer subscription, 25 seats (support included) <sup>2</sup>
	Best in class developer tools	GitHub Enterprise Cloud subscription, 20 seats <sup>3</sup>
		Visual Studio subscription <sup>4</sup> , 25 seats
Limited Access Features for Azure Cognitive Services <sup>5</sup>		
Enablement and Skilling	Skilling on Microsoft cloud	Learning paths across Microsoft cloud
		Learning path for commercial marketplace
	Technical advisory hours	1:1 App architecture design session (ADS)
		1:1 App architecture review (ADR)
		1:1 App publishing consult
	Business enablement <i>transactable offers only</i>	1:1 Marketplace listing optimization service Webinars and Workshops

<sup>1</sup>See 'Additional Marketplace Rewards for Qualifying Business Applications Partners' section below.

<sup>2</sup>Additional paid access to M365 Copilot Developer tools available for qualifying ISVs.

<sup>3</sup>Existing GitHub Enterprise Subscribers are ineligible for ISV Success. However, existing GitHub Free or Team subscribers can upgrade to the Enterprise Cloud subscription.

<sup>4</sup>Visual Studio subscription includes Visual Studio 2022 Enterprise, Visual Studio for Mac 2022, Azure DevOps Basic + Test Plans.

<sup>5</sup>ISV Success participants are eligible to apply for Limited Access features for Azure Cognitive Services.

### Expanded Package

The ISV Success Expanded Benefits Offering is available for existing ISV Success participants. The expanded benefits include an increase in the core benefit of Azure sponsorship to a total of \$25,000 USD. Additionally, the offering expands the individual technical consults to a total of 50hrs of technical consultation.

Microsoft will examine a combination of factors in determining whether an ISV Success participant is eligible for the ISV Success Expanded Benefits Offering, including Marketplace Billed Sales (MBS) and Azure Consumed Revenue and AI-verified projects. Microsoft reserves the right to make all eligibility determinations in its sole discretion.

**Acknowledgement:** As a condition for qualification for the ISV Success Expanded Benefits Offering participants intend to publish their completed application as a transactable offer within their Core offering period and transact within the first 90 days of publishing. For apps that cannot yet be published as "transactable" due to marketplace limitations, participants will advise their Engagement manager and publish through an alternate listing option (such as Contact Me, Free Trial, or Test Drive). Such participants, in doing so, also commit to upgrading their published application to a "transactable" within 6 months of the capability becoming available on the marketplace.

## Advanced Package

As of November 18, 2024, we are excited to introduce the Advanced Package for our highest performing ISVs across build, publish and grow stages of ISV Success. The Advanced Package is available for ISVs with a Certified Software Designation who are enrolled in ISV Success.

For build and publish, the Advanced Package offers up to \$150K in cash incentives for software companies building applications on Azure AI or Analytics services and publishing to the commercial marketplace. This incentive builds on the benefits of the Expanded Package, including 50 hours of technical consults and Azure credits, to help technical teams bring their app to market faster.

For grow (Marketplace Rewards), ISVs can get up to \$50K, per customer, to simplify end-customer migrations to their cloud app.

ISVs that meet these criteria can get full details on these cash incentives from their assigned ISV Success engagement manager.

## AI Benefits for All

The AI Benefits available to ISV Success participants are comprehensive and designed to enhance your development and deployment capabilities. These benefits include AI Tech Consults, AI Certification Vouchers, Limited Access AI features, and the ability to use GitHub Copilot and Azure AI Studio through Azure Sponsorship. Additionally, for those aiming to qualify for the Expanded Package, it is important to note that AI-verified projects require the completion of at least one technical consultation and may necessitate further coordination with a technical specialist.

## Benefit Activation Instructions

Most benefits for ISV Success participants can be activated within Partner Center, simplifying the process for enhancing your application's journey. However, it is important to note that certain benefits, such as Limited Access AI Features and AI Certification Vouchers, are not included in this automated activation. For these specific benefits, and in cases where further assistance is needed, your Engagement Manager is available to manually activate Technical Consultations or provide detailed instructions on activation procedures.

## Grow (Marketplace Rewards)

### About Marketplace Rewards

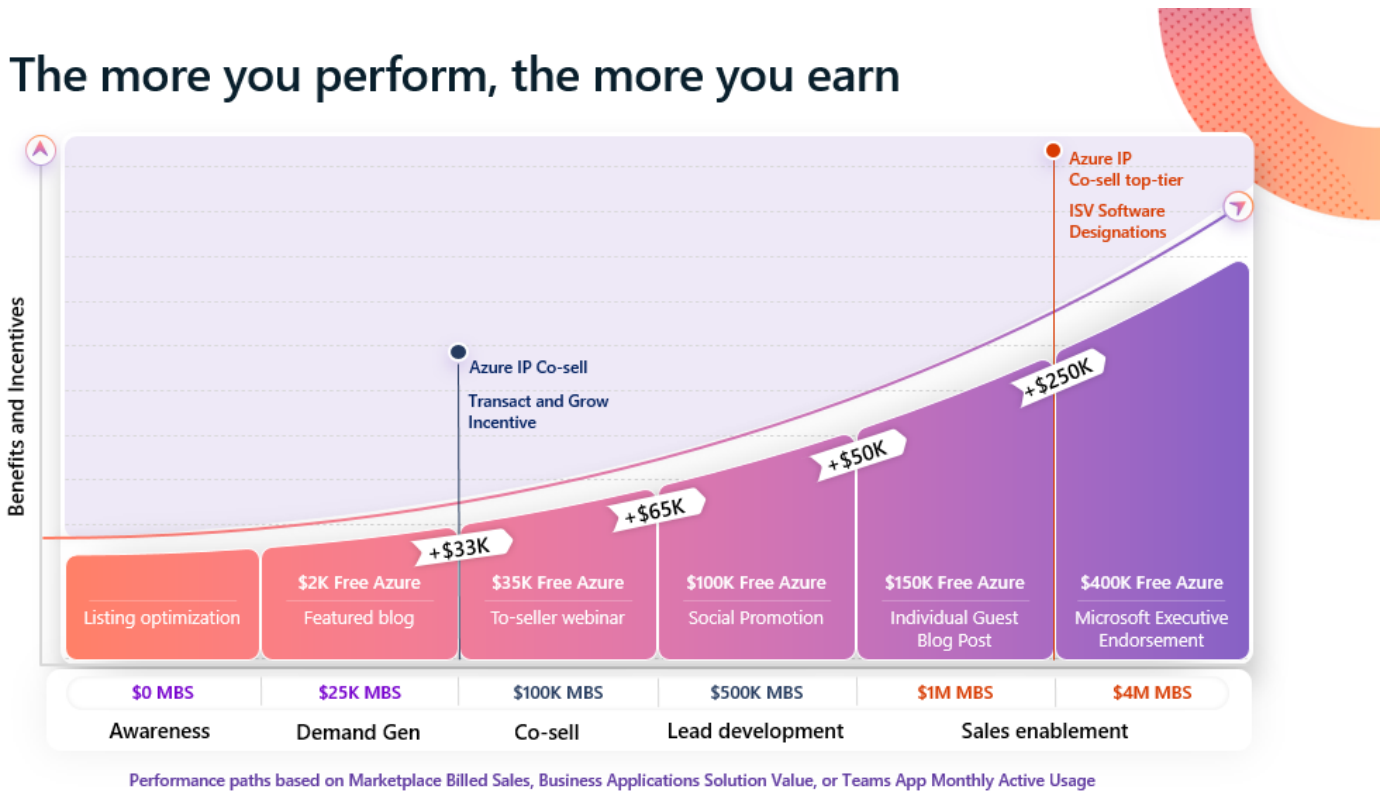
ISV Success Marketplace Rewards, a sub-offering of ISV Success, is intended to create a positive feedback loop for solution market deployment: the benefits offered at each stage of growth are designed to assist a Partner to achieve the next performance tier, unlocking additional benefits allowing Partners to grow and promote their business to Microsoft customers, with Microsoft Sellers and through Microsoft's channel by leveraging the commercial marketplace as their platform.

### Enrollment Instructions (Specific to Marketplace Rewards)

Based on a Partner's eligibility, the Partner will be contacted by a member of the ISV Success Marketplace Rewards team when the Partner's marketplace offer goes live. For Partners with published Transact marketplace offers, as billed sales grow through the commercial marketplace, greater benefits will unlock based on a Partner's Marketplace Billed Sales (MBS), solution value, or Teams App Monthly Active Users (MAU) based on the trailing 12-months (TTM) in the commercial marketplace. MBS remains the primary metric you use to unlock benefits, but it's measured on a TTM calculation, so you can track your progress towards unlocking benefits in the same way you track progress in other parts of the Microsoft AI Cloud Partner Program.

### MBS Tiers

The following chart shows the benefit tiers:



## Benefits Purpose

The benefits offered as part of the ISV Success Marketplace Rewards are intended to support the growth of applications on Microsoft AppSource or Azure Marketplace. Through this offering Microsoft provides sales and marketing benefits intended to accelerate the growth of a Partner's offer. Upon publication to Microsoft AppSource or Azure Marketplace, a Partner can go to [Partner Center](#) to access and activate their eligible marketing and sales benefits. Marketplace Rewards benefits accrue based on the Partner's Marketplace Billed Sales (MBS), solution value, or Teams app Monthly Active Users (MAU) in the last trailing 12 months (TTM) in the commercial marketplace.

A Partner's benefits are differentiated based on whether the Partner's marketplace offer is published through the Microsoft commercial marketplace via the following listing options: [List](#); [Consulting Service \(Proof of Concept, Implementation, or Workshop\)](#); [Trial](#); or [Transact](#).

**List** - The List option requires a Partner to list an application or service in the commercial marketplace. Customers use the Contact Me button on the Partner's offer's listing page to request to be contacted about the offer.

**Consulting Service** – A Partner publishes one of the following types of Consulting Service offers in the commercial marketplace:

- *Proof of concept*: a limited-scope implementation to determine whether a solution meets the customer's requirements.
- *Implementation*: a complete installation that results in a fully working solution.
- *Workshop*: an interactive engagement conducted on the customer's premises. It can involve training, briefings, assessments, or demos built on the customer's data or environment.

**Trial** – A Partner publishes an offer with a Trial enabled in order to use the commercial marketplace to enable prospective customers to use the Software as a Service (SaaS), Infrastructure as a Service (IaaS), or Microsoft in-app experience at no cost from 30 days to six months, depending on the offer type.

**Transact** - Transactable offers are sold through the commercial marketplace. Microsoft is responsible for billing and collections. Customers purchase the Partner's offer through the *Get It Now* button in Microsoft AppSource or Azure Marketplace.

Partners who have already unlocked benefits by reaching these tiers will keep their unlocked benefits. The streamlined benefit tiers outlined in the following image apply only to the future unlocking of benefits by performance tier.

## Benefits Details

### *List, Trial, and Consulting Benefits*

List, Trial, and Consulting offers receive benefits once every 12 months at the partner level. After the offer goes live, Partners can go to [Partner Center](#) to activate any eligible benefits.

All Trial and Consulting benefits expire after three months from the marketplace offer publication date. Detailed descriptions for all these benefits can be found in the [ISV Success Marketplace Rewards deck](#).



# List, Trial and Consulting benefits

Go-To-Market benefit	All listings	Service proof of concept, implementation, or workshop offers	Trial offers
Commercial marketplace listing optimization	Guidance	Personalized	Personalized
Commercial marketplace What's new blog	✓	✓	✓
Commercial marketplace marketing toolkit	✓	✓	✓
Market research and marketing materials: Partner marketing center	✓	✓	✓
Self-serve digital marketing on demand	✓	✓	✓
Partnering and global expansion readiness assessments	✓	✓	✓
Onboarding documentation	✓	✓	✓
Marketplace Community forums	✓	✓	✓
Co-Sell solution finder listing guidance	✓	✓	✓
Grow and scale by selling through Microsoft partners in the commercial marketplace	✓	✓	✓
Press release support #		✓	✓

All benefits subject to change and must be completed by the anniversary date of when you first received benefits  
 All above (non-transact) benefits expire after 6 months.  
 # Requires a completed Commercial marketplace listing optimization.

## Marketplace Rewards for Transact, Teams Apps, and qualifying Business Application Partners

Transact Partners publish a [transactable](#) offer through the commercial marketplace. When a Transact Partner publishes a transactable offer in either Microsoft AppSource or Azure Marketplace, the Transact Partner can access additional benefits as their Marketplace Billed Sales (MBS), solution value or MAU through the commercial marketplace grow. These additional benefits are granted as a Transact Partner's marketplace billed sales grow to qualify for the next performance-based tier.

Transact Partners only qualify for benefits based on MBS, solution value, or Teams App MAU metric.

Office Store publishers are able to publish Teams App marketplace offers. Partners publishing Teams Apps will receive benefits based on aggregated Teams App MAU across all their Teams Apps published through the Office Store. The benefits received based on Teams Apps MAU are indicated in the following tables.

Commercial marketplace partners with published *Dynamics 365 app on Dataverse* and *Power Apps* or *Dynamics 365 Operations Apps* will receive benefits based on aggregated solution value reported on marketplace sales through deal registration for these offer types.

These rewards are designed to support marketing and sales and thereby intended to help a Transact, Teams App, or qualifying Business Applications offer get more visitors, receive more leads, and convert more business through the commercial marketplace.

All Transact, Teams App, or qualifying Business Applications who have a live transactable offers work with a dedicated Engagement Manager to choose the highest-value activities that they qualify for and apply them to their portfolio of commercial marketplace offers. Transact, Teams App, and qualifying Business Applications are eligible for Marketing and Sales benefits and will refresh yearly on the partner's anniversary date of when the partner first received the benefits. Benefits will need to be activated and consumed during the 12-month term, aligning to the partner's anniversary date. Activated benefits that were not consumed during the 12-month term may be extended up to 90 days based on the type of benefits.

During the 12-month term aligning to the anniversary date, if a partner with a Transact, Teams App, and qualifying Business Applications completes a specific benefit, the partner cannot activate the same benefit during their existing 12-month term, aligning to the partner's anniversary date.

# Marketing and Sales benefits

Benefits for partners with transactable, qualifying Business Applications, or Teams App offers

Company level commercial marketplace billed sales, solution value, or Teams App MAU

Marketing and Sales benefits	Publisher	\$500	\$25K or 250 MAU	\$100K or 1K MAU	\$500K or 5K MAU	\$1M or 50K MAU	\$4M or 400K MAU
Commercial marketplace listing optimization	✓	✓	✓	✓	✓	✓	✓
Press release support + # ♦	✓	✓	✓	✓	✓	✓	✓
Marketplace what's new blog	✓	✓	✓	✓	✓	✓	✓
Marketplace Rewards testimonial		✓	✓	✓	✓	✓	✓
Commercial marketplace blog feature + # ♦			✓	✓	✓	✓	✓
In-depth customer review + #			✓	✓	✓	✓	✓
Azure sponsorship for deployment/proof of concept + # ^		\$2K	\$2K	\$30K	\$60K	\$100K	\$300K
Azure sponsorship for trial sandbox + # ^				\$5K	\$40K	\$50K	\$100K
Partner or customer success story + # ♦				✓	✓	✓	✓
Microsoft seller webinar + #				✓	✓	✓	✓
Solution spotlight to Microsoft sales team + # *				✓	✓	✓	✓
Marketplace Customer Propensity Scoring ★				✓	✓	✓	✓
Social promotion spotlight + # ▲						✓	✓
Individual guest blog post + # ♦						✓	✓
Microsoft executive endorsement + #						✓	✓

All benefits subject to change and must be completed on the anniversary date of when you first received benefits.

- + Not available for BYOL offers.
- # Requires a completed Commercial marketplace listing optimization.
- ^ Sponsorship is available as per offer availability in the respective country/region.
- ♦ Private offers require a public listing with the same solution.
- ▲ Not available for Private offers.
- \* TTM (trailing 12 months) cumulative on MBS.
- ★ Public Preview benefit

Read the [benefit guide](#) for full details

## Additional Marketplace Rewards for Teams App Partners

Office Store publishers are able to publish Teams App marketplace offers. Partners publishing Teams Apps will receive benefits based on aggregated Teams Apps Monthly Active Users (MAU) across all their Teams Apps published through Office Store. The benefits only available to be received based on Teams Apps MAU are indicated in the following table.

Company level commercial marketplace billed sales, solution value, or Teams App MAU

Exclusive Benefits	Publisher	\$500	\$25K or 250 MAU	\$100K or 1K MAU	\$500K or 5K MAU	\$1M or 50K MAU	\$4M or 400K MAU
Press release support w/social amplification + # ♦	✓	✓	✓	✓	✓	✓	✓
Launch asset development support (BOM)	✓	✓	✓	✓	✓	✓	✓

All benefits subject to change and must be completed on the anniversary date of when you first received benefits.

- ★ TTM (trailing 12 months) cumulative on MBS (Marketplace billed sales)
- + Not available for BYOL offers.
- # Requires a completed Commercial marketplace listing optimization
- ♦ Private offers require a public listing with the same solution.

### *Additional Marketplace Rewards for qualifying Business Applications Partners*

Commercial marketplace partners with published *Dynamics 365 app on Dataverse* and *Power Apps* or *Dynamics 365 Operations Apps* will receive benefits based on aggregated solution value reported on marketplace sales through deal registration for these offer types. For a limited time, additional information on Business Applications benefits can be found here: [ISV Success for Business Applications Benefits Datasheet](#).

### *Offer Availability*

Partners based in any country supported by the Microsoft AI Cloud Partner Program, who have a live marketplace offer available to customers through Microsoft AppSource or Azure Marketplace are eligible. Marketplace Rewards benefit execution is only officially supported in English.

### Advanced Package

The Advanced Package in Marketplace Rewards provides up to \$50K to software companies towards securely and efficiently migrating their existing workloads to Azure. Additionally, ISVs with a Certified Software Designation can access three exclusive GTM benefits, including Nurture Assets, Emails and Call Scripts, Customer-facing Solution Brief, and Microsoft Sales Play Cards. ISVs can learn more from their assigned Marketplace Rewards engagement manager.

### AI-track in Marketplace Rewards

The AI-track is designed to help AI-verified ISVs who are transacting apps built on AI/Copilot to speed up their marketplace journey. By participating in the AI-track, these ISVs can gain access to high-touch engagement with EM and receive GTM benefits sooner, which helps drive marketplace transactions. The benefits include two executions of the marketplace blog post and the partner/customer success story within a 12-month term, instead of just one. Additionally, Azure sponsorship is provided earlier to help boost application sales at the lower MBS tiers. ISVs can learn more from their assigned Marketplace Rewards engagement manager.

# Policies and Notifications

## Agree to Terms & Conditions

By accepting Benefits, Partner agrees to the terms and conditions in this guide, which are incorporated into the MAICPP Agreement and confirmed by completing the sign-up form located on [ISV Hub](#). Partner agrees to maintain ongoing compliance with the requirements of the Application Criteria.

## Azure Sponsorship Policies

### Azure Sponsorship - Customer Grant Policies

- Azure sponsorship used as a customer grant i.e. leveraged as a deal sweetener and applied on a customer tenant must be at or below 10% of the customer's marketplace deal Annual Contract Value (ACV).
  - Azure sponsorship must be allocated to a customer in support of marketplace transactions only. Marketplace Rewards prohibits ISVs from allocating Azure sponsorships towards off-marketplace transactions including any on-premises deal.
- Azure sponsorship requests at or above \$35K allocated to a customer must be approved by the customer's account team. Only after the account team has approved, will the Azure sponsorship be provisioned on the customer's tenant. Any sponsorship amount below \$35K would not require additional approval from the customer's account team.
- If you request and use Azure Sponsorship outside of these policies, the remainder of your allocation may be revoked, and/or you will become ineligible for incremental grants.

### Azure Sponsorship - Marketplace Rewards Limitations

- Azure Sponsorship can only be applied on PAYG and EA subscriptions. Sponsorship is NOT available on CSP or MCA accounts.
- Azure sponsorship offsets future consumption costs: it is not a direct bill credit and cannot be applied retroactively to past charges.
- Offset rates are based on retail PAYG pricing only. Any preferred pricing rates the customer might have through an EA, MCA, Reserved Instances, or Reserved Capacity will not apply.
- Sponsorship can't be used to pre-purchase consumption via Reserved Instance (RI) or Reserved Capacity (RC).
- Sponsorship can't be applied on subscriptions with 3rd party marketplace purchases or services. If a subscription has 3rd party purchase associated with it, the subscription will be blocked for sponsorship.
- Subscriptions will switch to PAYG or revert to EA billing rates after the allotted sponsorship or 90 days (for sponsorships under \$100k) or 6 months (for sponsorships over \$100k), whichever comes first.
- Microsoft reserves the right to change benefit details at any time, therefore, it is advised that partners do not make multi-year promises to customers for use of Azure sponsorship provided by Marketplace Rewards

## Licensing Disclosure

ISV Success is not a licensing channel. Product benefits acquired through ISV Success do not provide downgrade rights or any other Software Assurance services. The versions of the benefits granted through the program will be the ones listed in this file, and they cannot be upgraded to a newer version or downgraded to an older version. For more details, refer to [MAICPP Terms of Participation Guide](#).

## Non-Disclosure Agreements

Microsoft does not sign individual NDAs with participants of the ISV Success by virtue of their participation in the offering; Microsoft remains committed to its commitments to confidentiality under the Microsoft AI Cloud Partner Program Agreement. Microsoft strives to deliver a high-quality service for all participants in the ISV Success by assisting them to build apps and solutions across all Microsoft cloud platforms and publish to the Microsoft commercial marketplace. Our Engagement Managers and Technical Specialists are committed to helping ISVs be successful. However, these representatives have no insight into Microsoft's product team feature roadmaps and are unable to make a determination as to the competitive potential of an ISV's to-be-published application. Microsoft partners with many vendor companies to support our customers and partners around the world. This ISV Success leverages vendor companies to scale our ability to engage with more ISVs across the globe; all such vendors have signed NDAs and are required to operate under [Microsoft's Supplier Security and Privacy Assurance Program](#).

## Refrain from Prohibited Activities

Partner will not facilitate, engage in, or participate in any use of Microsoft software, services or offerings that may be provided as Benefits, including but not limited to Microsoft Azure, for cryptocurrency mining, denial of service attacks, spamming, illegal activity, reselling Microsoft licenses, any use contrary to the purposes of ISV Success or that could cause harm to Microsoft or others, or that is in violation of any license agreement governing such software, services or offerings.

## Request for Information

As set forth in this guide, Microsoft may, from time to time, request information from Partner to confirm Partner's ongoing compliance with the Requirements and regarding Partners use of the Benefits. Partner must completely respond to those information requests within the timeframe set forth in the initial request by Microsoft, unless otherwise agreed by Microsoft. Partner's failure to provide a timely or complete response to a request for information may be used as basis for Microsoft's suspension of Partner's access to Benefits or Marketplace Rewards or termination of Partner's participation in ISV Success.

## Security Copilot – Additional Terms

- Responsible AI.** Microsoft provides Responsible AI resources to Partners. Partner must ensure that the integration solution that they develop for the Security Copilot extensibility framework (a "Partner Integration") complies with all such applicable terms and standards (including, but not limited to, the terms and resources listed below). Microsoft may engage an independent party to assess the Partner Integration development once per year, unless a prior assessment reveals a breach by Partner of these terms. Partners must cooperate with such an assessment upon reasonable notice.
  - [Responsible AI Tools and Practices | Microsoft AI](#)
  - [Responsible AI Principles and Approach | Microsoft AI](#)
- Partner Integration.** Partner must publish their plugin, with global availability, within one year of the date on which they have joined the ISV Success offering.
- Feedback.** During the development of a Partner Integration, both Microsoft and Partner may receive feedback from various sources. Each party will secure the necessary rights to use and share such third-party feedback. Both parties will make good faith efforts to share relevant feedback with each other. When feedback is shared, the receiving party also receives a free, non-exclusive, worldwide, and irrevocable license to use such feedback, excluding patent rights. The party providing the feedback retains all rights to it.
- API.** Microsoft may provide the Partner with materials and instructions for developing the Partner Integration, which may include an SDK or private API. The Partner agrees to use these resources only for development of the Partner Integration. Use of Microsoft APIs is subject to the following terms: [Terms of Use - Microsoft APIs | Microsoft Learn](#).
- Solution maintenance and Support.** Partner must maintain and support the Partner Integration over the life cycle of the Partner Integration, including keeping the Partner Integration up to date with the current versions of Security Copilot.

## Suspension and Termination

### General

If Microsoft believes for any reason that a Partner is not eligible, or has become ineligible, for participation under ISV Success as described in the Requirements or otherwise breaches the requirements of ISV Success, Microsoft may, in its sole discretion, suspend or terminate Partner's participation in ISV Success.

### Benefits

If Microsoft believes for any reason that the Project Benefits are being used for any prohibited purpose, including, without limitation, any use contrary to the purposes of ISV Success, Microsoft may, in its sole discretion, suspend or terminate Partner's access to the Project Benefits.

### Marketplace Rewards

Microsoft reserves the right to revoke and terminate Marketplace Reward benefits to a Partner or Transact Partner who:

- Engages in illegal activity using their marketplace listing;
- Receives a purchase that is known or believed to be fraudulent;
- Is de-listed from the commercial marketplace;
- Uses their offer to show marketing or other content that violates copyright or trademark laws;
- Violates the policies of any Microsoft sponsored program (i.e., Azure sponsorship program), including, but not limited to, using the Azure sponsorship funding for their own internal operations or crypto currency mining.

Microsoft reserves the right to revoke and terminate associated Marketplace Reward benefits to a Partner or Transact Partner when: (i) the customer making a purchase did so accidentally and wishes to cancel the purchase, or (ii) the customer cancels before using the Partner's product.

## Updates to ISV Success

Microsoft may update, change or remove any portion of this guide, including, without limitation, terms regarding Requirements, Benefits, and Marketplace Rewards, and Microsoft may cancel the entire ISV Success. Microsoft will use commercially reasonable efforts to provide 30-days prior notice of such update or change, and 90-days prior notice of cancellation of the entire ISV Success. Partner's continued participation in ISV Success,

including the continued acceptance of Benefits or Marketplace Rewards, following an update or change confirms your acceptance of such update or change.

# Frequently Asked Questions About ISV Success

## Where can I find more information about ISV Success?

To learn more about what benefits, developer tools and packages ISV success can offer you, please start here:

[ISV Success Program Overview | Microsoft](#).

## Once enrolled, how long are ISV Success benefits available?

The benefits are available for 12 months after joining the program. At the end of 12 months, ISVs that meet the requirements will be able to purchase discounted benefits packages.

## How can ISVs renew their benefits?

For a majority of ISVs, they need to publish to the marketplace to qualify for renewals and have an application in development. For ISVs in the Expanded package, they need to publish a transactable app to marketplace (and have an application in development). For Marketplace Rewards, the benefits will refresh yearly on the partner's anniversary date of when the partner first received the benefits based on their MBS in Trailing Twelve Months (TTM).

## What is the expanded benefit package and how can I get upgraded to the expanded benefits package?

ISV Success offers expanded benefits and AI services for ISVs, and a simplified journey. These benefits have been carefully curated to provide ISVs with additional support, resources, and opportunities to thrive in our ecosystem. Expanded benefits are only available through invitation. ISV Success members will be invited to join based on performance criteria. You can find additional information about expanded benefits here - <https://www.microsoft.com/isv/program-benefits>.

## What is the advanced benefit package and how can I learn more?

As of November 18, 2024, we are excited to introduce the Advanced Package for the highest performing ISVs across the build, publish and grow stages of ISV Success. The Advanced Package is available for ISVs with a Certified Software Designation who are enrolled in ISV Success. For build and publish, the Advanced Package offers up to \$100K in cash incentives for software companies building applications on Azure AI or Analytics services and publishing to the commercial marketplace. This incentive builds on the benefits of the Expanded Package, including 50 hours of technical consults and Azure credits, to help technical teams bring their app to market faster. For grow (Marketplace Rewards), ISVs can get up to \$50K to simplify end-customer migrations to their cloud app. ISVs that meet these criteria can get full details on these cash incentives from their assigned ISV Success engagement manager.

## Does ISV Success support professional services?

ISV Success supports ISVs offering transactable professional services only if it is attached to a transactable app owned by the same ISV. Publishing a professional service does not qualify for enrollment or renewal. For Marketplace Rewards, professional services MBS will not count towards MBS calculation to unlock Marketplace Rewards benefits.

## Where can I learn more about the Microsoft commercial marketplace?

Connect with millions of customers and go-to-market faster with one of the largest B2B marketplaces in the world. Learn more here [Sell with Microsoft | Microsoft](#) and <https://learn.microsoft.com/en-us/partner-center/marketplace-offers/overview>.

## I know my company is enrolled in ISV Success, but I don't know who my assigned engagement manager is ... how can I find out?

The AI-powered assistant on [ISV Hub](#) is trained to help you 24 hours a day, 7 days a week ... simply type in "contact my engagement manager" and follow the steps.

## I have more questions about ISV Success. Who can help me?

The AI-powered assistant on [ISV Hub](#) is trained to help you 24 hours a day, 7 days a week. If you still need help, you can email the ISV Success team at [appbldr@microsoft.com](mailto:appbldr@microsoft.com) and a member of the team will reach back out within two business days.