

Azure Marketplace Listing Checklist

For B2B SaaS alliance and partnership leads.

Use this before submitting your offer in Microsoft Partner Center. Requirements vary by offer type and selling model.

1 PUBLISHER ACCOUNT

- ☐ Enroll in the Microsoft Marketplace program in Partner Center.
- ☐ Complete publisher verification and accept the applicable publisher agreement.
- ☐ Assign owners for listing, technical integration, legal review and finance.

2 OFFER AND LISTING

- ☐ Choose the offer type, and decide whether customers transact through Microsoft or contact you.
- ☐ Prepare the description, categories, logo, screenshots and support details to the current listing specifications.
- ☐ Define supported markets, availability and customer prerequisites.

3 TECHNICAL READINESS

- ☐ Check the current certification policies for your offer type.
- ☐ For transactable SaaS, implement Microsoft's required authentication, landing page, SaaS Fulfillment APIs and lifecycle webhook.
- ☐ Test purchase activation, subscription changes, cancellation and access removal.
- ☐ Test metering if your pricing is usage-based.
- ☐ Provide working test credentials and clear certification notes where required.
- ☐ Validate the full customer journey in the offer's preview before you go live.

4 LEGAL

- ☐ Publish an accessible privacy policy and a support contact.
- ☐ Select Microsoft's Standard Contract where available, or supply your own permitted terms.
- ☐ Confirm you hold the rights to all listing content.
- ☐ Review data protection, security and export obligations.

5 TAX AND PAYOUTS

- ☐ For transactable offers, complete and validate the tax and payout profiles.
- ☐ Confirm the contracting entity, bank details and tax information match your business records.
- ☐ Have finance review market-specific tax responsibilities. Do not assume Microsoft handles every obligation.

READY TO SUBMIT?

Resolve missing items, submit for certification and address feedback. This checklist supports preparation; it does not guarantee approval.