



In partnership with



Selling Through your Channel in EMEA with Multiparty Private Offers (MPO)

MPO is now live across EMEA. Here's how to start landing and scaling deals in the region.

Audience: *Software Development Companies (SDCs / ISVs)*

Created: *September 2026*

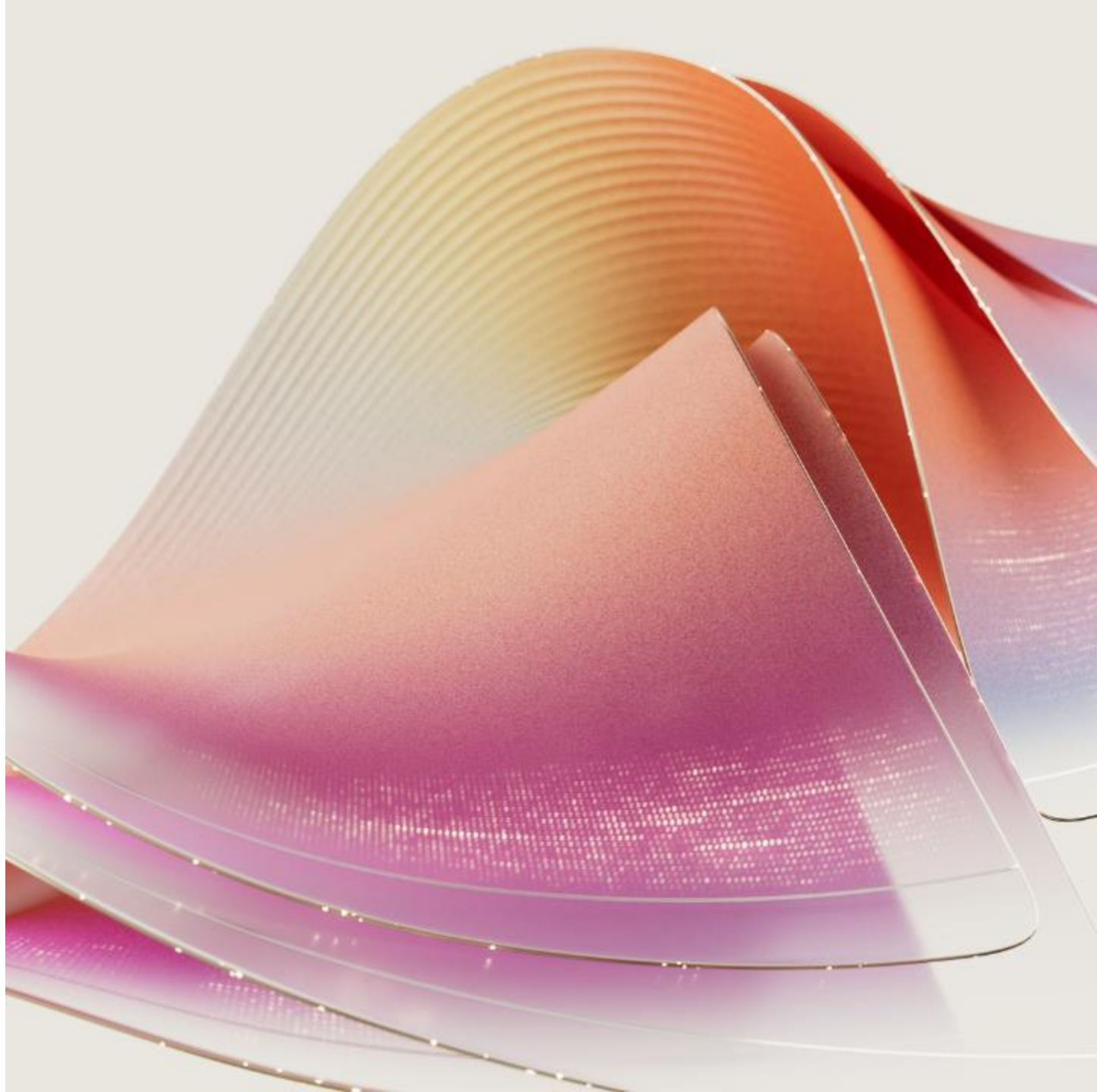
What this guide covers

- 1 Start Here**
Setting the context
- 2 The Marketplace Opportunity**
How Marketplace is growing, and where MPO plays a role
- 3 What's in Scope for MPO**
Which offers, which markets, which deals qualify
- 4 Getting MPO Ready**
The one-time setup required for SDCs & channel partners
- 5 Building & Sending an MPO Offer**
From building the offer to customer's purchase
- 6 Landing your First MPO Deal**
Framework for building your Marketplace practice in EMEA
- 7 Resources & Appendix**
Guides, templates, documentation, and getting help



Start Here

Setting the context



Market Shift: MPO is Now Live Within EMEA



32

EMEA markets*

Multiparty private offers (MPO) is now live across the region



Before

Selling alongside a channel partner through Microsoft Marketplace wasn't possible across most of EMEA. Customers who wanted to buy through a partner they already trusted had to transact another way.



Now

That constraint is gone. The motion that already works in the US and the UK now works across the region — with the same channel partners your customers already buy through.

*See ["What you can sell, and where"](#) for the full market list.

Executive Summary: Activating MPO in EMEA

Key takeaways from this guide: the framework to land your first deal and three things that most often block it

Framework to land your first MPO deal



Where it most often goes wrong

Starting onboarding too late

Onboarding takes 10–15 business days and can't be compressed. Begin it the day your partner says 'yes' and set the right customer expectations.

The wrong Partner Center role

Tax and payout work needs Owner or Finance Contributor. Without it, your channel partner stalls and may not know why.

A currency mismatch

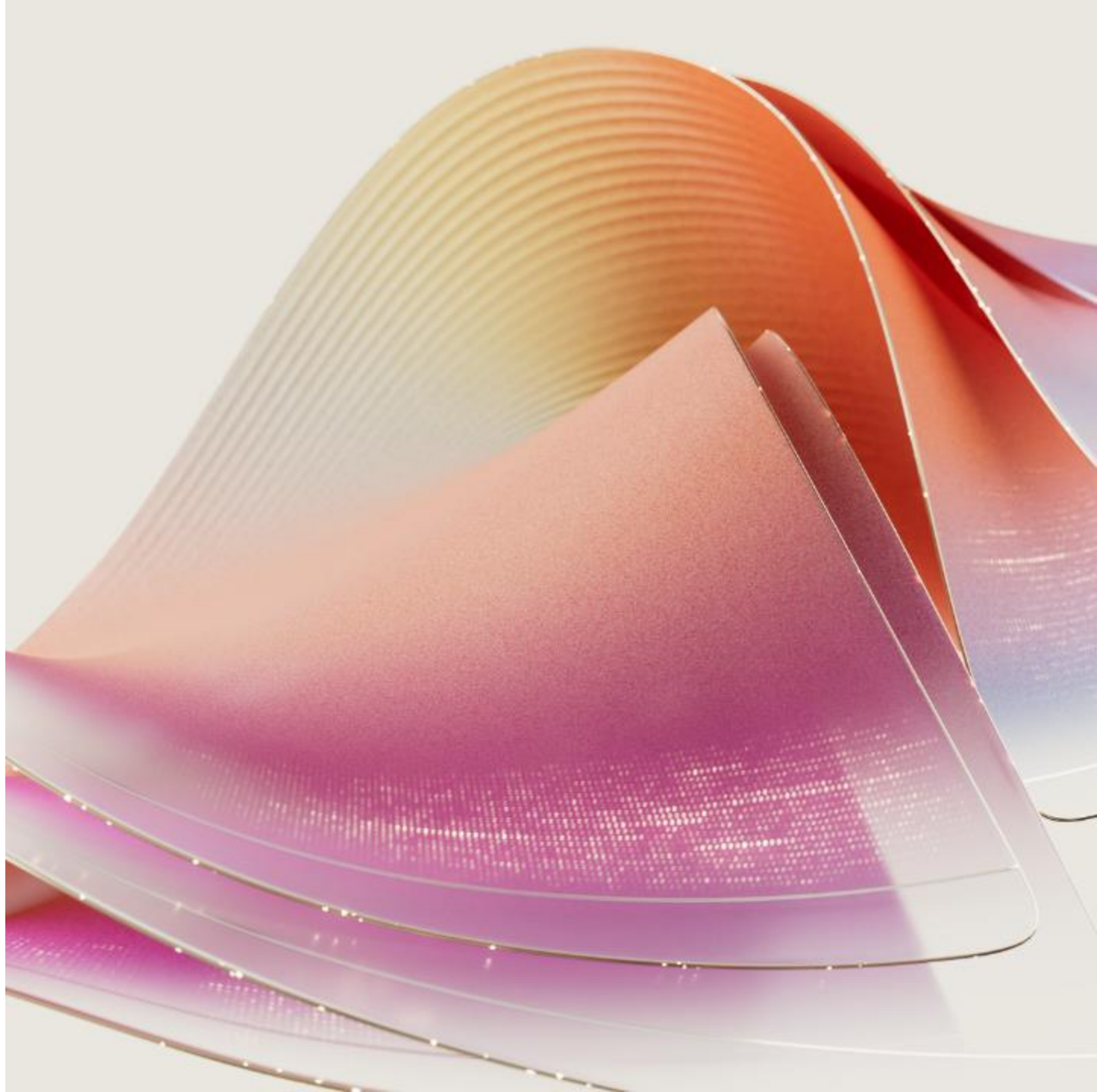
The customer's market and billing account currencies must match, or else absolute pricing is blocked.

Acronyms Defined

Acronym	Stands for	What it means here
SDC	Software Development Company	Microsoft's current term for an ISV. Throughout this deck, it means you — the company publishing a transactable IP offer on Marketplace.
MACC	Microsoft Azure Consumption Commitment	Cloud spend a customer has already committed to. An eligible Marketplace purchase draws it down automatically.
CSP	Cloud Solution Provider	A Microsoft program where the partner resells and bills the customer. CSP customers can't transact an MPO.
EA / MCA	Enterprise Agreement / Microsoft Customer Agreement	The two main contracts a customer buys under. Either one qualifies for MPO, as does an indirect EA or a web direct purchase.
MAICPP	Microsoft AI Cloud Partner Program	The foundational partner program enrollment, which is completed through Partner Center. Enrolling assigns the organization a Partner ID.
MPO	Multiparty private offer	One custom-priced deal, built by a software company and a channel partner, sold through Microsoft Marketplace.

The Marketplace Opportunity

How Marketplace is growing, and where MPO plays a role



Introducing

Microsoft Marketplace

Your trusted source for cloud solutions, AI apps, and agents



AI apps and agents
for every use case



Comprehensive catalog across
cloud solutions and industries



Integrated experience from
discovery to deployment

For partners



Reach new
customers



Designed for digital
self-service



Scale with
channel-led sales



Pair your solutions
with vetted offerings



Accelerate vendor
relationships



Scale faster with
bigger deals

← Software companies →

← Channel ecosystem →

Microsoft Marketplace

Marketplace partner opportunity

Software companies win

2X
Sales growth

85%+
customers have an existing cloud spend commitment

75%
Increased deal size

Channel opportunity

\$163B
Cloud marketplace TAM

59%
Cloud marketplace TAM to be channel-led

29%
cloud marketplace CAGR

Marketplace momentum

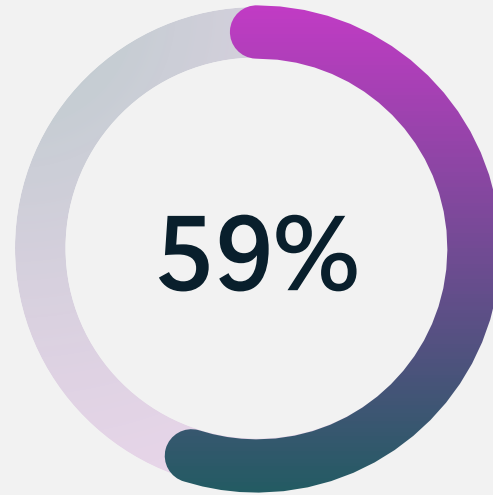
It's not just customers and software companies; channel partners will drive \$96B in marketplace sales*

Distributors

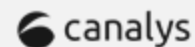
Value Added Resellers

Hosted Solution Providers

**Systems Integrators
(SI/NSI/GSI)**



By 2030, over **half** of marketplace purchases will come through partners*



Licensing Solution Providers

Niche & Vertical Specialist

Managed Services Providers

Telco Providers

Grow with Multiparty Private Offers (MPO) through Marketplace

Multiparty private offers empower eligible partners to sell collaboratively, allowing channel partners to extend software to their customers to unlock larger deals and simplify sales. Partners can create personalized offers with custom payouts and sell directly to Microsoft customers through Microsoft Marketplace.



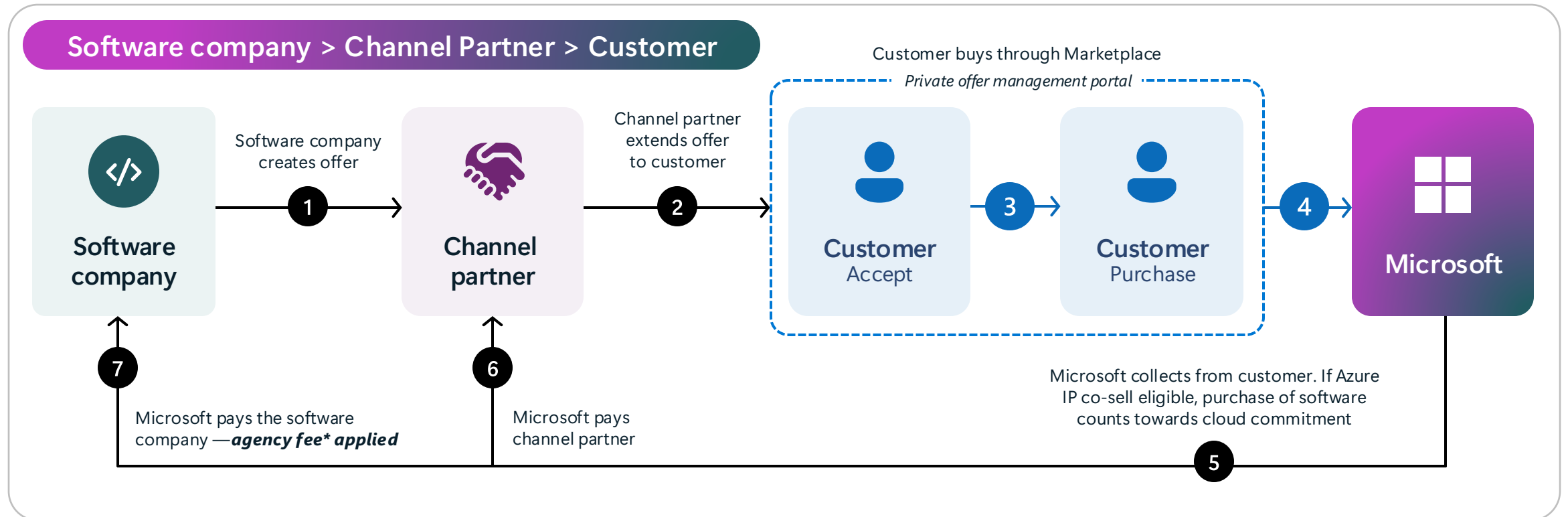
100% of the sale decrements
MACC automatically on eligible
solutions — no claim process

The customer **keeps their**
relationship with their
preferred channel partner

Best suited for **enterprise**
customers and enterprise
deals

Multiparty Private Offers Purchase Flow

Software companies sell to customers through a channel partner within Microsoft Marketplace



* Microsoft charges a [3% standard store service fee](#) when customers purchase your transactable offer. A [50% discount](#) can be applied for private offer and MPO renewals.

Value of Selling With Multiparty Private Offers

The customer keeps the channel partner they trust – and both partners get paid



For software companies

- Unlock new opportunities where the channel partner owns the transaction
- Reach new customers through channel partners acting as their trusted advisers
- Package solutions alongside a channel partner's services and sell collaboratively



For channel partners

- Align to customer shifts toward modern procurement – faster deals, less friction
- Align to Microsoft co-sell and customer desire to utilize cloud commitments
- Maintain account control and trusted advisor relationships when you own the software transaction

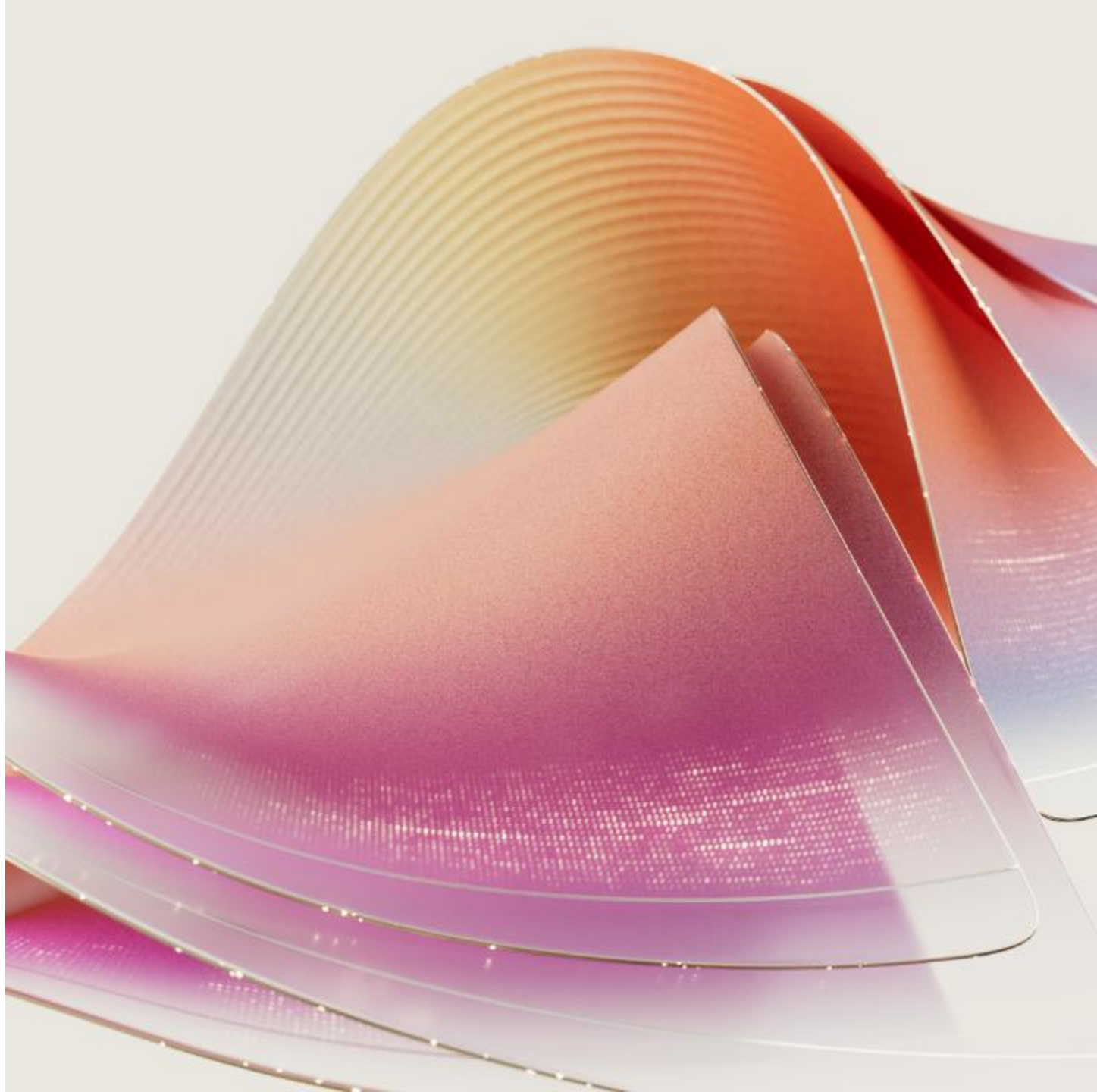


For customers

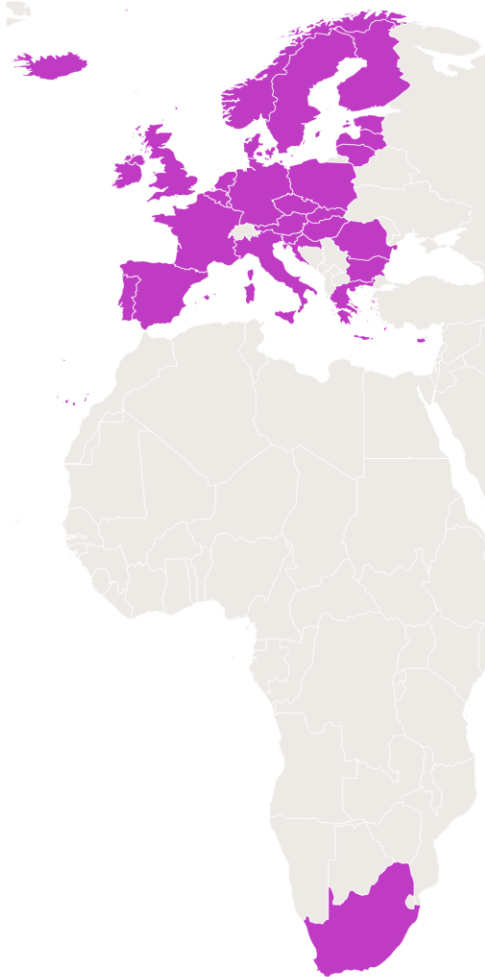
- Keep buying through the partner you already trust
- Procurement and deployment in one Marketplace transaction
- 100% of the sale decrements your cloud commitment on MACC Eligible solutions, automatically

What's in Scope for MPO

Which offers, which markets, which deals qualify



What You Can Sell, and Where



Available EMEA Markets – as of September 2026

Austria · Belgium · Bulgaria · Croatia · Cyprus · Czechia · Denmark · Estonia · Finland · France · Germany · Greece · Hungary · Iceland · Ireland · Italy · Latvia · Liechtenstein · Lithuania · Luxembourg · Malta · Netherlands · Norway · Poland · Portugal · Romania · Slovakia · Slovenia · Spain · Sweden · United Kingdom · South Africa

Also Supported

United States · Canada · Australia · Japan

Note – you are not limited to EMEA customers. A channel partner with an eligible tax profile can sell to customers in any supported market.

Supported Offer Types

Software as a service (SaaS), Azure virtual machine, Azure application, Azure container, Dragon Copilot

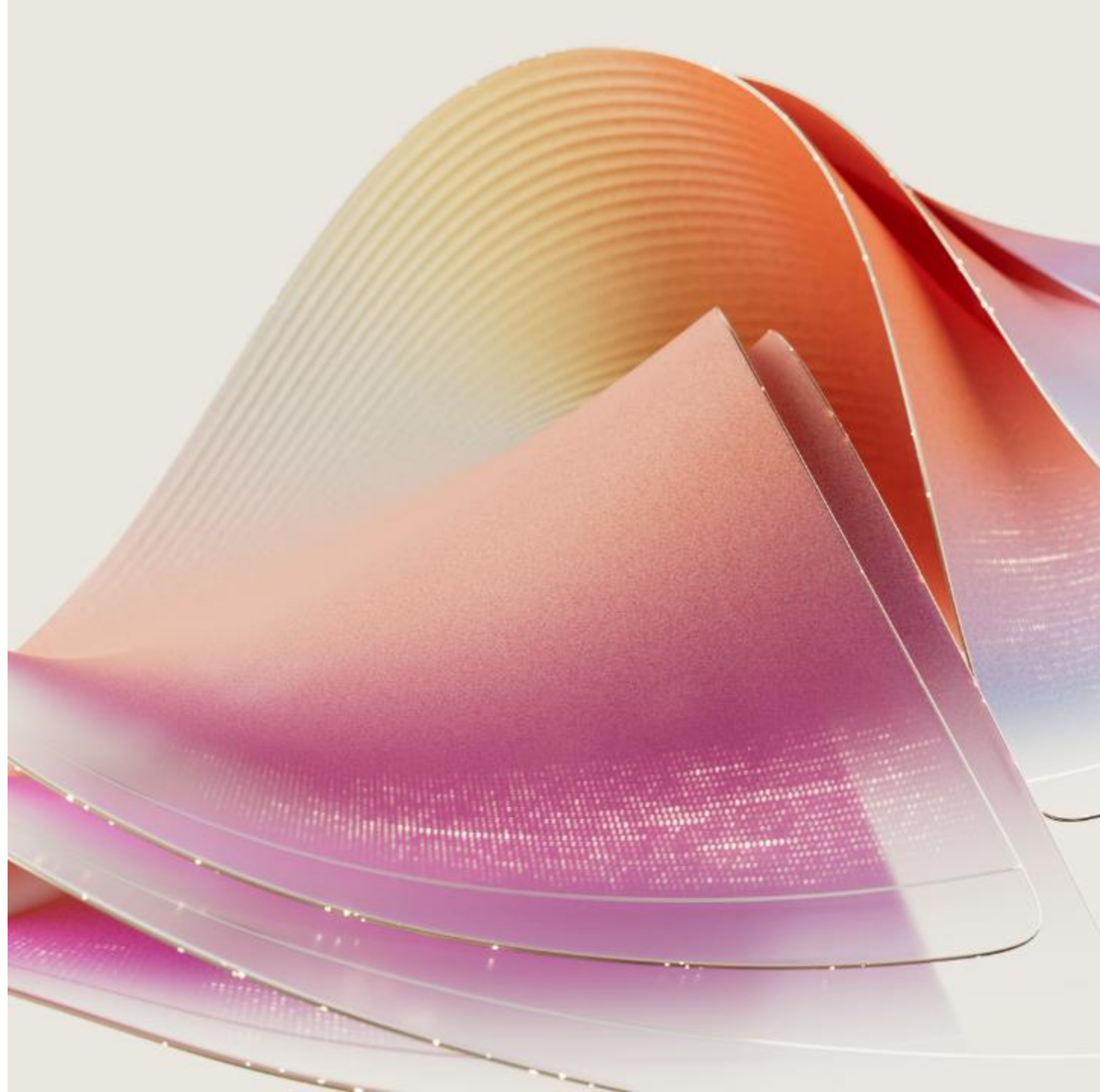
Deals Eligible for MPO

Check these before investing time in building out the deal

The check	What qualifies	Watch out for
 The customer's agreement	EA, Microsoft Customer Agreement, indirect EA, or a web direct purchase.	<i>CSP customers can't transact an MPO — those go through CSP private offers.</i>
 The customer's market	One of the EMEA markets, or another supported market worldwide.	<i>Your channel partner's tax profile decides where they can sell from, not where the customer sits.</i>
 What you're selling	SaaS, Azure VM, Azure application, Azure container, or Dragon Copilot.	<i>Professional services and hardware can't sit in the software price.</i>
 One channel partner, one customer	Each offer carries exactly one channel partner and one customer.	<i>A second partner or a second customer needs its own offer.</i>
 Whether MACC applies	Only if the offer is Azure IP co-sell eligible — then 100% of the sale price decrements automatically.	<i>Confirm it's marked "Azure Benefit Eligible" in Marketplace before you promise a drawdown. It's the strongest reason a customer says yes.</i>

Getting MPO Ready

The one-time setup required for SDCs & channel partners



Multiparty Private Offer Requirements for SDCs



For SDCs

If you're already selling through Microsoft Marketplace, you almost certainly have all four.



Step 1

Enroll in the Microsoft AI Cloud Partner Program.



Step 2

Enroll in the Microsoft Marketplace & set up a Seller ID.



Step 3

Publish a publicly transactable offer on Marketplace.
Requires a complete tax and payment profile.



Step 4

Set up the right Partner Center role for your Seller ID. Requires Owner, Manager, or Developer role – **without one you won't see the Private offers option.**

Important Notes:

New to Microsoft, or without a transactable offer yet? [App Advisor](#) can help.

 Azure benefit eligible

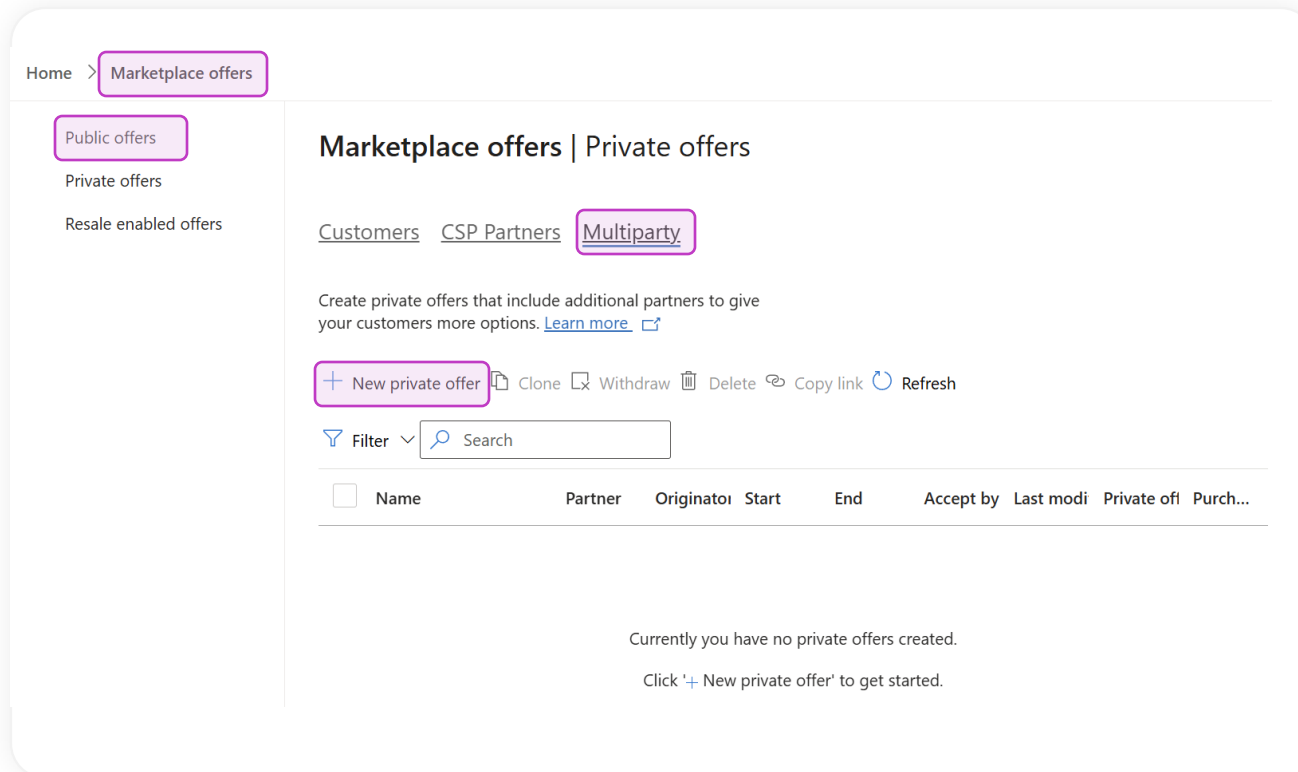
Is your transactable solution Azure IP Co-sell Eligible? Confirm it's tagged "Azure Benefit Eligible" in Marketplace. It's what lets the purchase decrement your customer's MACC – the single strongest reason a customer says yes to Marketplace.

Initiating an MPO Deal in Partner Center



For SDCs

Partner Center → Marketplace offers → Private offers → Multiparty tab → + New private offer



Home > Marketplace offers

Public offers
Private offers
Resale enabled offers

Marketplace offers | Private offers

[Customers](#) [CSP Partners](#) [Multiparty](#)

Create private offers that include additional partners to give your customers more options. [Learn more](#)

[+ New private offer](#) [Clone](#) [Withdraw](#) [Delete](#) [Copy link](#) [Refresh](#)

[Filter](#)

☐	Name	Partner	Originator	Start	End	Accept by	Last modified	Private offer	Purchase...
--------------------------	------	---------	------------	-------	-----	-----------	---------------	---------------	-------------

Currently you have no private offers created.

Click '+ New private offer' to get started.

What you'll need to gather ahead of time

- Your channel partner's Seller ID
- The customer's Azure billing account ID
- Ensure the customer completed a private offer eligibility report



Getting Your Channel Partners Ready

They do the work in their own Partner Center, your job is to help them through the steps.

You can't do it for them

It's their Partner Center account, their tax profile, their payment details. You can sit on the call and walk them through every screen, but they have to click it — which is why 10 to 15 business days is the floor no matter how motivated everyone is.

Drive an informed onboarding process

Equip yourself with the basics so you show up smart:

- Know what steps they need to take (*detailed on next slides*)
- Check [Microsoft's list of eligible channel partners](#) – if yours is on it, skip to asking for their Seller ID (*unlikely in new markets, but worth checking*)
- Direct them to channelready@microsoft.com if they need additional help onboarding

Where channel partners often get stuck

The wrong role

Tax and payout work needs Owner or Finance Contributor. Anyone can enroll, so they hit the wall late.

The tax profile

Nothing transacts until it's complete and validated. This is what quietly eats the two weeks.

Business verification

The tax profile can't be updated until verification shows authorized. If it was rejected, fix that first.



The following slides in this section are designed to enable your channel partners. Use these as a quick guide for onboarding.

Slides are labeled with:



For
Channel
Partners

For detailed step-by-step guidance, download and share the [Channel Partner Onboarding Deck](#)



For
Channel
Partners

MPO Requirements for Channel Partners

All channel partners, new and existing, must complete these steps, allow 10 – 15 days to complete.



Step 1
(4 Days)

Enroll in the Microsoft AI Cloud Partner Program.



Step 2
(2 days)

Enroll in the Microsoft Marketplace, then create and note down your Seller ID.



Step 3
(2 days)

Complete tax and payment profile. **Transactions will be blocked without this is place.**



Step 4
(2 days)

Selling into the US? Complete Tax Treaty Benefits Form (optional). Partners without a Tax Treaty Benefits form on file may have taxes withheld when selling to US-based customers.

Important Notes:

Across EMEA the requirements are the same everywhere — partner program, Marketplace enrollment, and a completed tax and payment profile. There is no per-country variation.

A Seller ID is created when enrolling in Microsoft Marketplace. Partners may choose to create multiple Seller IDs if needed.

Step 4 only applies when selling to customers in the United States. For EMEA-to-EMEA deals it can be skipped.

Get help with MPO Enrollment:

channelready@microsoft.com



Common Blockers to Look Out For

Four things that cause most of the delay while working through the steps. If you get stuck, revisit this list before escalating.

- 1 Get the right Partner Center roles first**
Tax and payout work needs the Owner or Finance Contributor role in Partner Center.
- 2 Business verification gates the tax profile**
Your tax profile can't be updated until business verification shows as 'authorized' under Account Settings → Legal info.
- 3 Know which Seller ID you plan to use**
One Seller ID maps to one tax profile and one payment profile. Create more than one only if you need separate profiles.
- 4 Line up the people, not just the account**
You'll need whoever administers Partner Center for the role, and finance or tax for the profile itself.



For
Channel
Partners

Step 1: Enroll in the AI Cloud Partner Program

Skip this if your company already holds a Partner ID — it's one per company, not per person. If your company is already enrolled, ask an admin for required account permissions to proceed.

Steps

1. From the [Partner homepage](#), select Become a partner.
2. Sign in with a work account on your own domain.
3. Enter your legal business name and address, exactly as registered.
4. Select Enroll now.
5. Complete business verification by navigating to account settings → Legal info.

***Note:** Verification of your account can take a few business days and is required to proceed. [See docs for help.](#)*

The screenshot shows the Microsoft AI Cloud Partner Program enrollment page. The header includes the Microsoft logo, a 'Partner' tab, and navigation links for Partnership, Explore, Connect, Blogs & stories, and More. On the right, there are links for Partner Center and Sign in. The main content area features the title 'Join the Microsoft AI Cloud Partner Program' and a subtext: 'Enroll at no cost and get access to exclusive tools, benefits, and resources to help you drive growth and deliver high-performing, customer-centric AI solutions.' A prominent 'Become a partner' button is highlighted with a red border. To the right of the text is an image of a woman in a white shirt looking at a laptop. Below the main text, there is a section titled 'Why become a Microsoft partner?' with the subtext 'Reach more customers and accelerate business growth.' and a paragraph describing the program as a global community of partners offering exclusive training, support, and sales offerings.

Microsoft | Partner Partnership Explore Connect Blogs & stories More Partner Center Sign in

Join the Microsoft AI Cloud Partner Program

Enroll at no cost and get access to exclusive tools, benefits, and resources to help you drive growth and deliver high-performing, customer-centric AI solutions.

Become a partner

Why become a Microsoft partner?

Reach more customers and accelerate business growth.

The Microsoft AI Cloud Partner Program is a global community of partners, offerings, and resources designed to connect your organization with everything it needs to build and deploy successful business solutions. Bolstered by our unmatched AI technology portfolio and extensive customer reach, this unique partner ecosystem will empower your organization with exclusive training, support, service, and sales offerings that accelerate innovation and drive growth.

Step 2: Enroll in Marketplace and Get Your Seller ID



For
Channel
Partners

Marketplace enrollment is what issues your Seller ID — the one thing the software company needs from you.

Steps

1. Go to **Account Settings** → **Programs** and find Commercial Marketplace. If it doesn't show up in Registered Programs, select Other programs and proceed with enrollment steps.
2. Set up Seller ID
 - A. Already have a Seller ID? Select it and choose **Add program**, then select Commercial Marketplace.
 - B. Need a new Seller ID? Choose **Add publisher**, select the Commercial Marketplace, then fill in required fields.
3. Find your Seller ID under **Account Settings** → **Identifiers** → **Publisher** and share this with your SDC.

Troubleshooting note: If a new Seller ID doesn't appear, sign out and back in, then switch accounts from the profile menu.

Home > Account settings

Overview
My learning profile
My access
User management
Programs
Agreements
Eligibility Dashboard
Organization profile
Legal info
Identifiers

Account settings | Programs

Registered programs Other programs

	Commercial Marketplace registered on: 8/1/2024
	Microsoft AI Cloud Partner Program registered on: 6/20/2023

Home > Account settings

Overview
My learning profile
My access
User management
Programs
Agreements
Eligibility Dashboard
Organization profile
Legal info
Identifiers
Tenants

Account settings | Identifiers

All your identification information is here.

Microsoft AI Cloud Partner Program **Publisher** Tracking

+ Add Publisher + Add program

Seller Id	Publisher Name
☐ 88670520	Carve Partners
☐ 84859690	Carve Partners LLC



Step 3: Complete your Tax & Payment Profile

Nothing can be sold until every validation shows complete.

Steps

1. Navigate to **Account Settings** → **Payout and tax profile assignment**. Requires the Owner or Finance Contributor role.
2. Select your Seller ID and location, then **Edit** to launch the form.
3. Create a tax profile & complete Core details and Business profile. Use Edge or Chrome with third-party cookies enabled, or the forms won't submit.
4. Select **Launch tax form**. The forms you're served depend on the country you're enrolling in. **Click Finish before Complete** to save.
5. Return to the same page to complete **payment details and payout currency**.

Note: You're done when all three validation checkmarks next to your Seller ID show green. Allow up to 48 hours for Microsoft to process a submitted profile.

The screenshot shows the 'Account settings | Payout and tax profile assignment' page. The left sidebar contains a navigation menu with sections: Overview, My learning profile, My access, User management, Programs, Agreements, Organization profile (with sub-items: Legal info, Identifiers, Tenants, Billing profile), and Payout and tax (with sub-items: Payout and tax profiles, and Payout and tax profile assignment, which is highlighted). The main content area has a heading 'Account settings | Payout and tax profile assignment' and a sub-heading 'Manage payment and tax profiles'. Below the heading is a table with two columns: 'Program and location' and 'Tax profile status'. The first row shows 'Azure Marketplace' (Microsoft Corporation, United States (Seller: 84221330)) with a status of 'Not started'. An 'Edit' button is visible next to the program name. To the right of the table is a form for 'Manage payment and tax profiles' with a 'Tax profile' dropdown menu (set to 'United States (Seller: 84221330)'), a 'Hold My Payment' checkbox, and a 'Payment profile' table. The 'Payment profile' table has columns: 'Microsoft business entity', 'Earning type', 'Payment method', 'Payment profile', and 'Payment currency'. The first row shows 'Microsoft Corporation', 'Sell', 'Unknown', 'Not selected', and 'Not selected'. At the bottom right are 'Submit' and 'Cancel' buttons.

Program and location	Tax profile status
Azure Marketplace Microsoft Corporation United States (Seller: 84221330)	Not started

Microsoft business entity	Earning type	Payment method	Payment profile	Payment currency
Microsoft Corporation	Sell	Unknown	Not selected	Not selected



Step 4 (*optional*): Tax Treaty Benefits form

Only relevant if you're outside the US and plan to sell to US-based customers.

Steps

1. The form is part of the tax profile flow (*previous step*) — select **Yes** when prompted
2. Complete Part II of IRS Form W-8BEN
3. Check **Account Settings** → **Payout and tax profiles** → **Tax profiles**. Tax Treaty Status should read **True**. If it reads False, select your Seller ID, Edit, and relaunch the form.

Note: Without the form on file, sales into the US are withheld at varying rates. Rates vary by treaty — confirm with your own tax advisor.

Home > Account settings

my learning profile

My access

User management

Programs

Agreements

Organization profile

Legal info

Identifiers

Tenants

Billing profile

Account merge

Company profile

Payout and tax

Payout and tax profiles

Payout and tax profile assignment

Account settings | Payout and tax profiles

This lists your company's current payment profiles. Reuse these across applicable programs and locations.

Payment profiles Tax profiles Previous tax forms

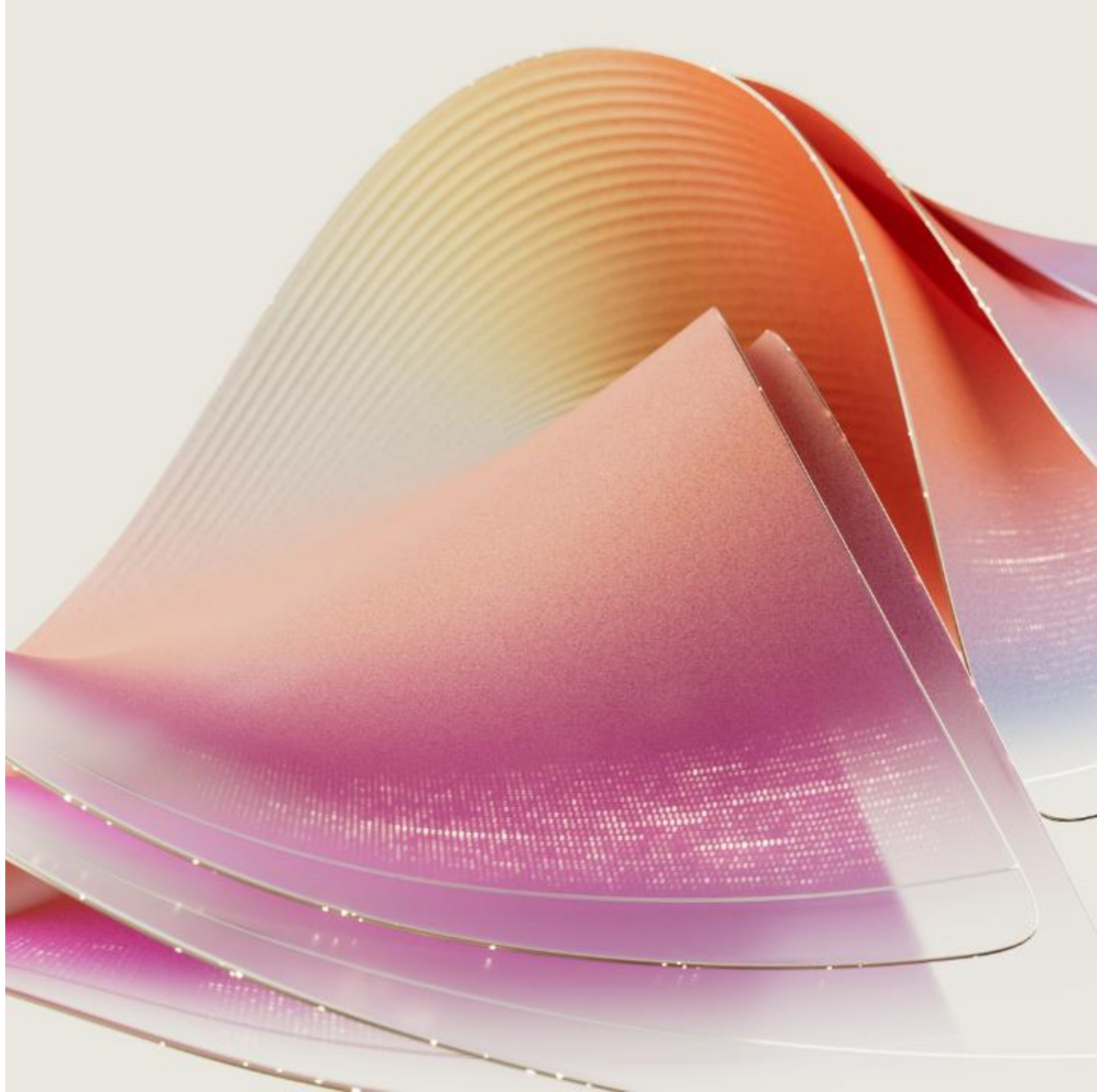
Edit

Country/ Region	Status	Tax Treaty Status
☐ United Kingdom Seller: 98867622	☒ Complete	True

1 of 1 results

Building and Sending an MPO Offer

From building the offer to customer's purchase



Where First Deals Go Wrong

You're building a Marketplace practice, not just closing a deal. Success requires being **deliberate** and **intentional**.



Starting the clock too late

Onboarding takes 10–15 business days and can't be compressed. Begin it the day your partner says yes, not when the deal is ready to paper.



A currency mismatch

Confirm the customer's billing currency before you price. A mismatch blocks absolute pricing outright. The pre-check won't flag a mismatch.



Seller ID vs Partner Program ID

Tax and payout profiles attach to the Seller ID. Attach them to the AI Cloud Partner Program ID and nothing works.



The wrong Partner Center role

Tax and payout work needs Owner or Finance Contributor. Without it your partner stalls at the profile step and won't know why.



Going live untested

Run a \$0–\$1 offer between two of your own Seller IDs first, so nobody's first look at the flow is on a real deal.



Skipping the customer pre-check

Permissions, billing policy, and purchase controls all sit on the customer's side — none of them surface until they try to accept. The report catches them early and also provides billing account ID.

End-to-End MPO Steps, By Role

What each party does in Partner Center and the Azure portal, start to finish



You – The SDC

Tool: Partner Center

1. **Initiate offer:** Marketplace offers → Private offers → Multiparty tab → + New private offer
2. **Offer setup:** Enter the customer's billing account ID, then + Add partner and enter their Seller ID
3. **Offer setup:** Set the pricing start and end dates, plus the accept-by date
4. **Offer setup:** Attach customer terms (up to 5 PDFs) and notification contacts
5. **Offer setup:** + Add offer → absolute price or % discount → select the plans
6. **Review & submit:** Configure price, submit, and tell your channel partner it's waiting – offers are available within 15 minutes



Your channel partner

Tool: Partner Center

1. **View offer:** Opens the Multiparty tab and selects the offer pending their action
2. **Configure offer:** Verifies the customer billing account ID and description are correct
3. **Configure offer:** Adds their own terms if needed — the 5-attachment limit is shared
4. **Configure offer:** Adds internal notification contacts plus a customer-facing contact
5. **Configure offer:** Reviews your price and applies their markup
6. **Review & submit:** Submits, copies the offer link, sends it to the customer – offers are available within 15 minutes



Your customer

Tool: Azure Portal

Recommended prerequisite before SDC initiates the MPO: Run the private offer precheck

1. **View offer:** Opens the partner's link, or finds the offer in the private offer dashboard
2. **Review & accept:** Selects View + accept, reviews the terms, and accepts
3. **Purchase:** Selects Purchase next to the product and fills in subscription details
4. **Subscribe:** Reviews, then selects Subscribe — subscription and billing start here. *Note: For SaaS, subscribing requires leaving the Azure portal to configure the account on the SDC's site.*

Before You Send: What to Gather

Chasing a missing detail mid-build is how offers sit in draft status for a week

Checklist	Action & Ownership
Your channel partner's Seller ID They'll find it under Account Settings → Identifiers → Publisher. Ask for it the moment they're enrolled — you can't add them to the offer without it.	SDC collects this from the Channel Partner. Your Channel Partner locates Seller ID and shares it with you.
The customer's Azure billing account ID Customers can find their billing account ID by either running the eligibility check tool, using the Azure portal to check cost management & billing properties, or checking the subscription properties using the subscription they plan to use for the purchase. See here for more details.	Your channel partner collects this from the customer, because they own the customer relationship.
Customer's eligibility to purchase • Customer should run the private offer eligibility report to ensure their account meets requirements for purchasing private offers. • Ensure the customer has a billing account ID in an eligible country. • If you're pricing in absolute terms, check that the customer's market currency & billing account currency match (<i>discounted pricing does not have this requirement</i>).	Your channel partner collects this from the customer, because they own the customer relationship.

After You Send: What to Watch

These four things will keep the deal moving

1

Nobody tells the customer

Microsoft doesn't email them. Your channel partner copies the offer link and sends it — agree who does that, and when, before you submit.

2

Acceptance is the stall point

The person who accepts often can't activate a SaaS subscription. Your channel partner should find out who needs to be in the room early & loop them in.

3

Accepted means locked

Once the customer accepts, the offer can't be edited. Changing anything means a Partner Center support ticket to cancel and start again.

4

30 days to activate

For SaaS the customer subscribes and configures — then you activate. Miss that window and the subscription dies, they aren't charged, and they start again.

Withdrawing an offer

You **can** withdraw an offer while it's still pending partner action. After that your channel partner has to withdraw it first, then the SDC can withdraw – and only while the customer hasn't accepted.

Where to See Offer Status in Partner Center

Accepted is not purchased. They're two separate steps, tracked in two separate places.

1: Offer Status

Private offers → Multiparty tab → Status column

Draft	Started, not yet submitted
In progress	Publishing — up to 15 minutes
Pending partner action	With your partner to price and send
Pending acceptance	With the customer to accept
Accepted	Terms accepted. Locked, not yet purchased

2: Purchase Status

Private offers → Purchase status → View status

The link only appears once an offer is accepted or ended. It shows what your customer actually set up — and whether anything is blocking them.

Only tracked for SaaS, Dragon Copilot, and VM software reservations. An empty view on other offer types doesn't mean the deal stalled.

fers



Marketplace offers | Private offers

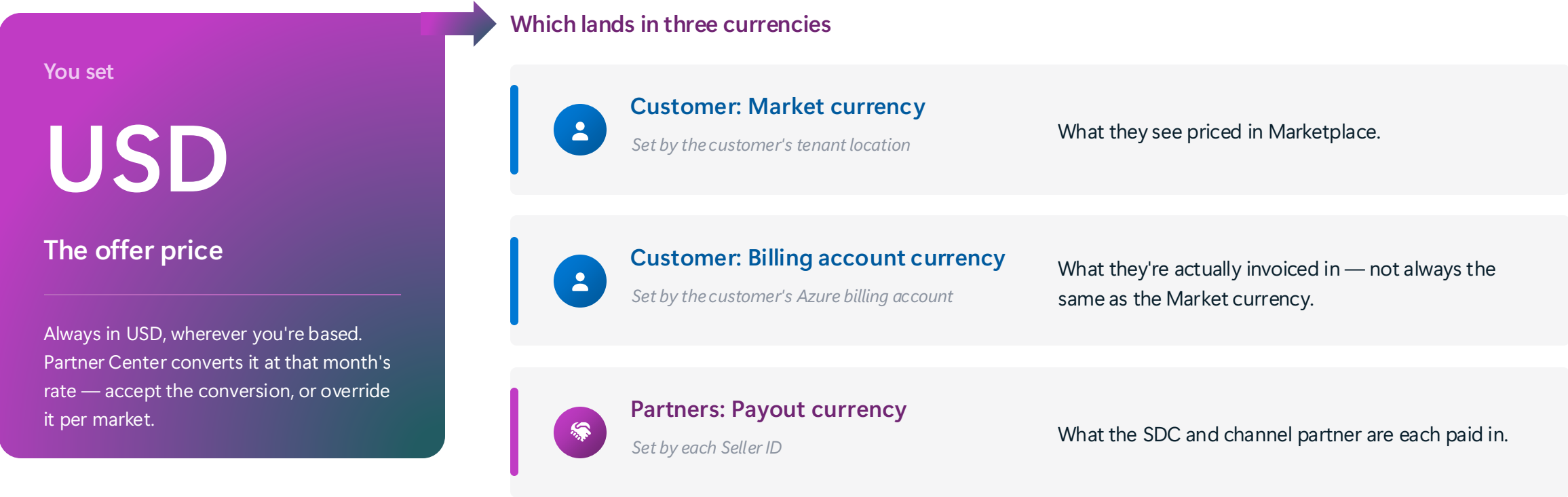
[+ New private offer](#) [Clone](#) [Upgrade](#) [Withdraw](#) [Delete](#) [Copy link](#) [Refresh](#)

Filter

Search

☐	Name	Partner	Originator	Start	End	Accept by	Last modified (l ↓)	Private offer status	Purchase status
☐	Contoso for Adatum	Fabrikam	Yes	Accepted date	07/31/2024	07/19/2023	06/06/2023	Pending partner action	N/A
☐	Contoso for Adventure Works Cycles	Fabrikam	Yes	Accepted date	07/31/2023	06/30/2023	06/04/2023	Pending partner action	N/A
☐	Contoso for Bellows College	Fabrikam	Yes	Accepted date	06/30/2023	06/09/2023	05/31/2023	Accepted	View status

Currency and FX in a Cross-border Deal



What this means for your deal

Check the currency match first

The customer's market and billing account currencies must match, or only a percentage discount will work.

Set the local price yourself if desired

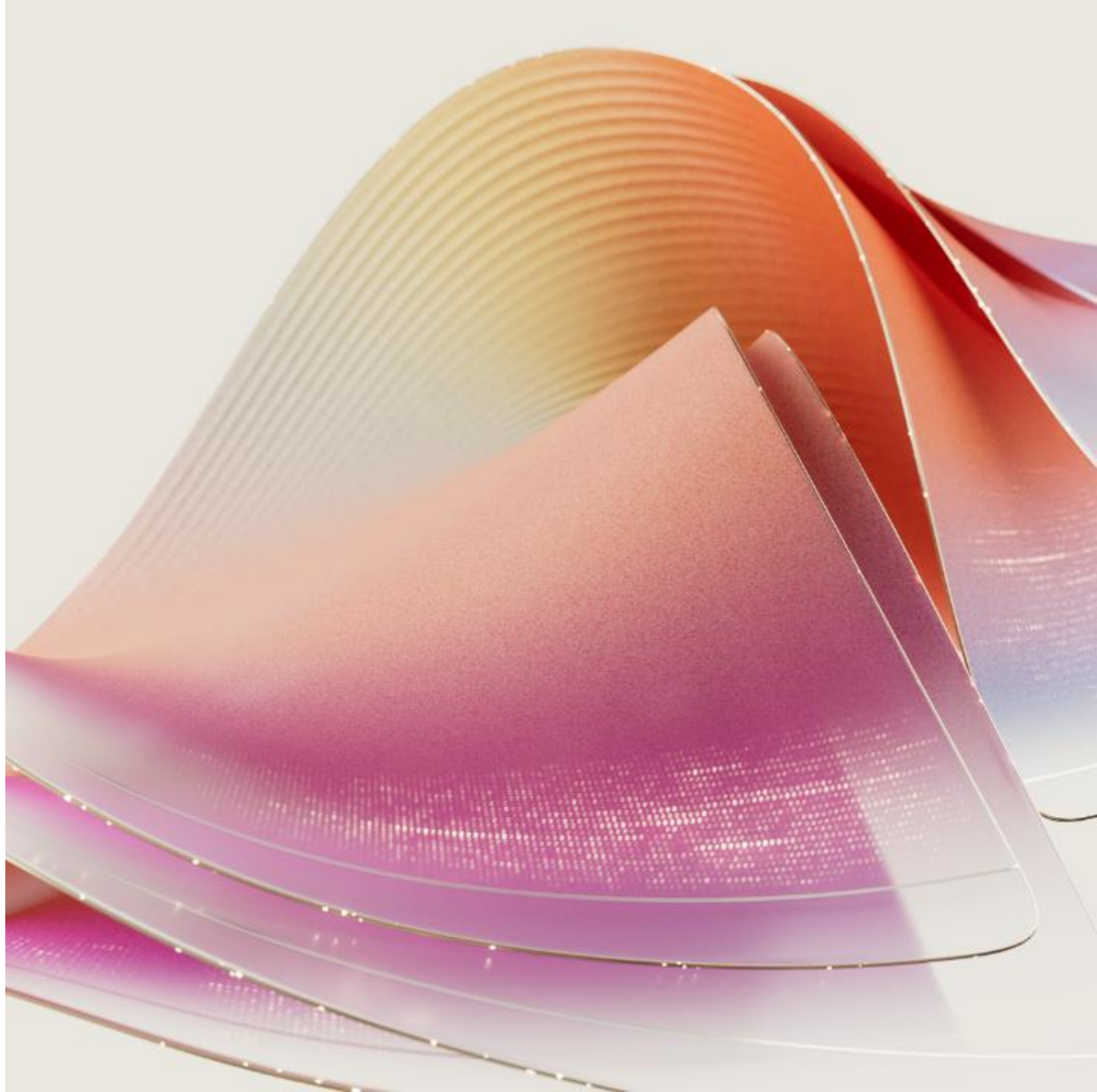
Export the pricing data, enter the customer's own market currency, and re-import.

Keep terms short to limit drift

Microsoft's guidance: run a multi-year deal as several one-year offers, each paid upfront.

Landing Your First MPO Deal

Framework for building your Marketplace practice in EMEA



Framework to Start Landing MPO Deals in EMEA

You're not pitching MPO — you're selling the **revenue** your channel partner **already wants to capture.**



Land

Land your first deal. Identify the deal, identify the channel partner already on it, and hold their hand through to the close.



Scale

Expand from one-by-one deal enablement to enabling your whole channel to sell without you in the room.

Principles to gain momentum

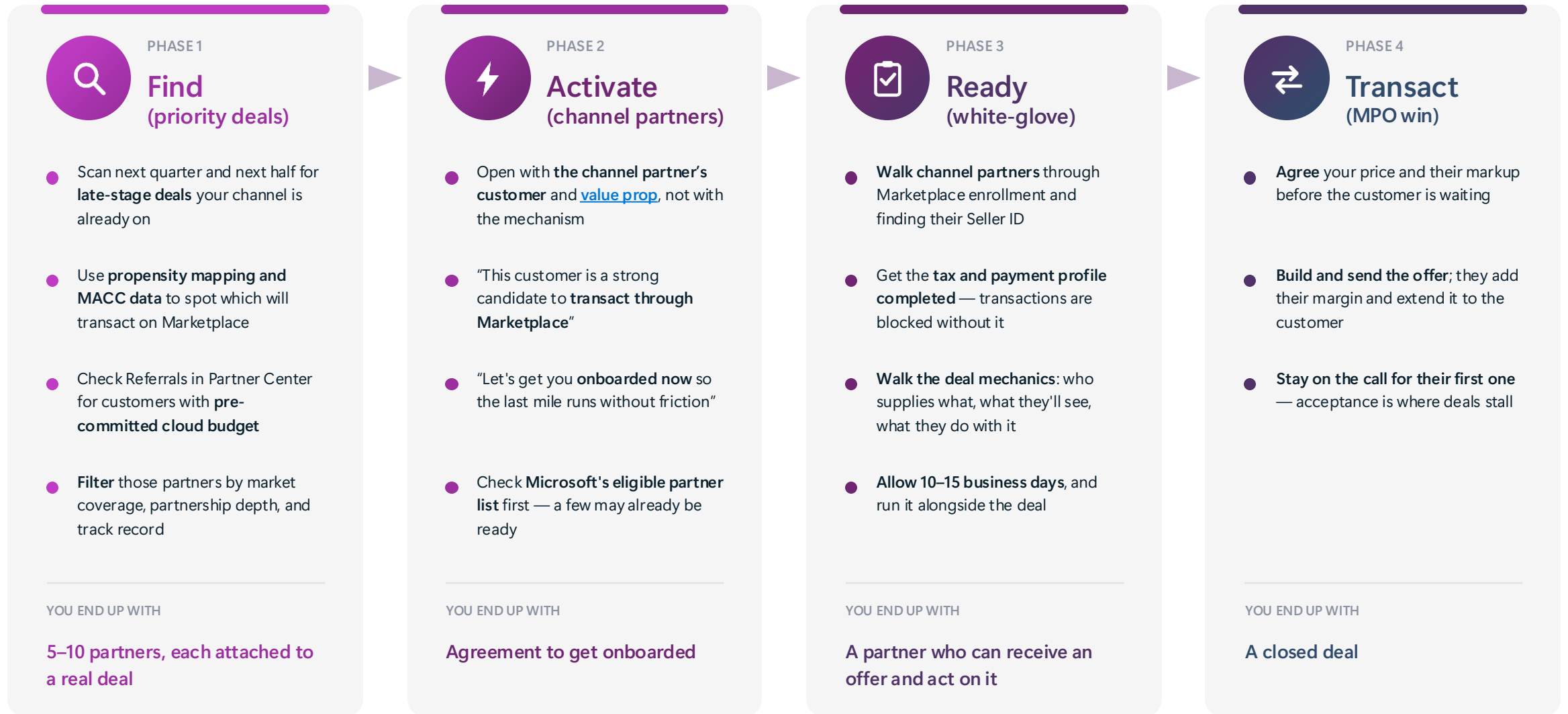
Don't boil the ocean

- Pick your top 5–10 channel partners in your target markets
- Give those partners a white-glove experience end to end
- Depth beats breadth — a first deal needs attention, not volume

Anchor every call to a real deal

- Don't recruit partners and then go hunting for deals
- Find the deal first, then bring the channel partner into it
- Lead with intelligence about their customer, not a pitch

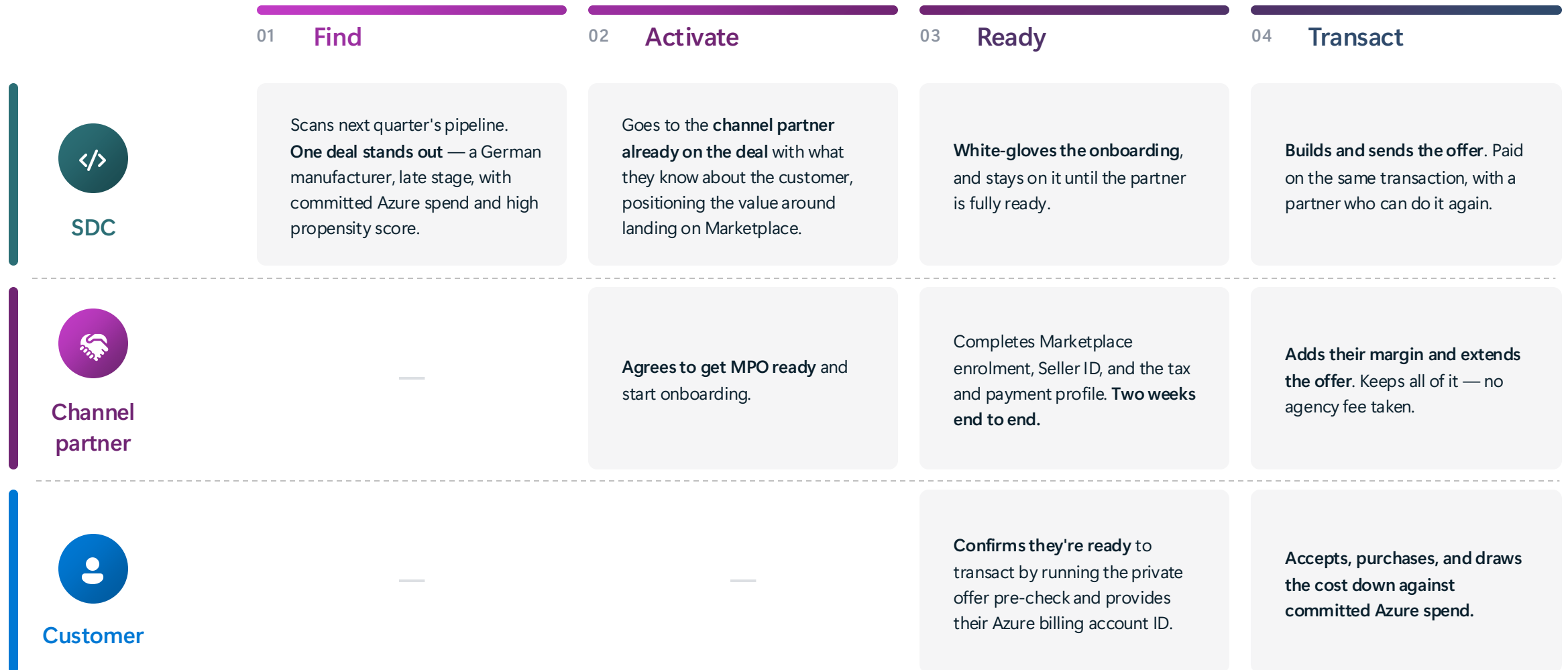
🎯 “Land” Framework: Your First Few Deals



🎯 Land: Example in Practice



An illustrative deal, followed through all four phases



“Scale” Framework: Expanding Your Motion



PHASE 1

Measure (patterns in data)

- Look across closed deals and open pipeline for an **attribute that keeps repeating**
- It might be **geographic** — deals lighting up in one market more than the rest
- Or a **customer segment**, industry, or use case that keeps converting through Marketplace
- Check which of those deals drew down **committed Azure spend**, and which partners **transacted**

YOU END UP WITH

One cluster worth targeting, by volume of good MPO candidates



PHASE 2

Enable (1-to-many)

- Identify the channel partners sitting on the **top opportunities** in that cluster
- **Onboard and equip them together** rather than one deal at a time
- **Give them an onboarding kit** covering sales, customer-facing brief, and deal support route
- **Fix internal comp** so your direct team isn't penalized when a channel partner closes

YOU END UP WITH

Partners selling in that cluster without you on the call



PHASE 3

Widen (repeat)

- Take the same play to the **next cluster** the data surfaces
- Run outreach with **templates** rather than personal calls
- Recruit **net-new partners** you have no existing relationship with
- Bring in **distributors** to reach partners you'll never touch directly

YOU END UP WITH

A repeatable motion

How to Find Your Priority Deals

Deals that fit eligibility criteria

- **Timeline:** closing in the next two quarters *Find it in: your CRM*
- **Channel:** a single channel partner already on it *Find it in: your CRM*
- **Customer agreement:** cannot be CSP *Find it in: ask your channel partner*
- **Market:** in a supported MPO market *Find it in: your CRM, cross-referenced with market list*
- **Solution:** MACC-eligible *Find it in: your Partner Center (Referrals → Co-sell Solutions)*

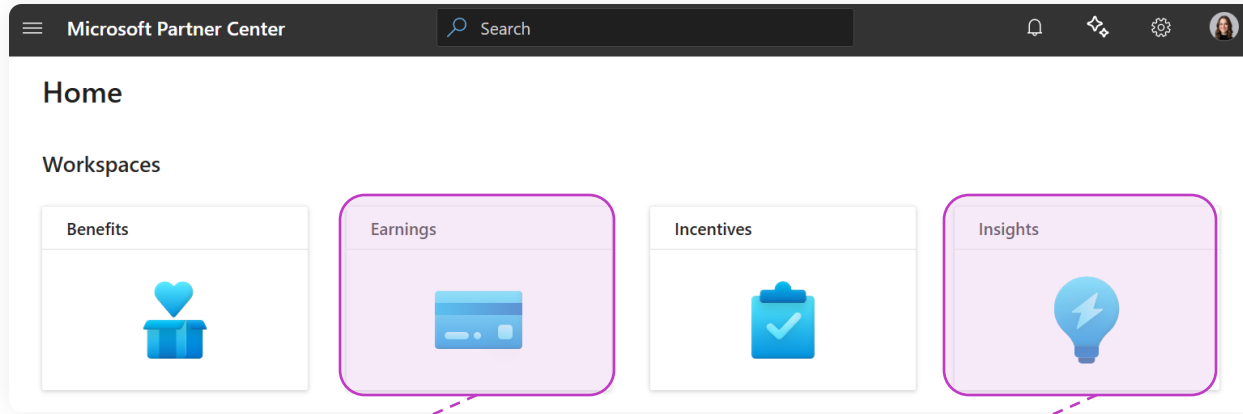
Deals that rank

- Customer holds a MACC contract with Microsoft *Find it in: Partner Center → Referrals Workspace → Co-sell Opportunities*
- High propensity to buy through Marketplace (80+) *Find it in: Marketplace Rewards propensity scoring, if eligible*

Partners to activate

- The channel partners already on those deals *Find it in: your CRM*
- Who's already eligible, and can skip onboarding *Find it in: Microsoft's published [eligible partner list](#)*

Where to See MPO Data in Partner Center



Earnings

- This is what tells you the money actually landed
- MPO sales site in Earnings and Reports
- The isPrivateOffer column flags private offer sales — it doesn't separate multiparty from customer private offers on its own
- Cross-reference against Insights to attribute them properly

Insights

- MPO sales appear in the Revenue, Orders, Usage, and Customers dashboards
- Use the multiparty filter on the Revenue dashboard to isolate MPO sales
- You can see the customer, their products, the channel partner on the deal, and the channel partner price you set
- Everything is available in exports

What you're looking for

To prove it works

Deal size and time to close against your non-Marketplace deals, and the share of pipeline using committed Azure spend.

To find the next cluster

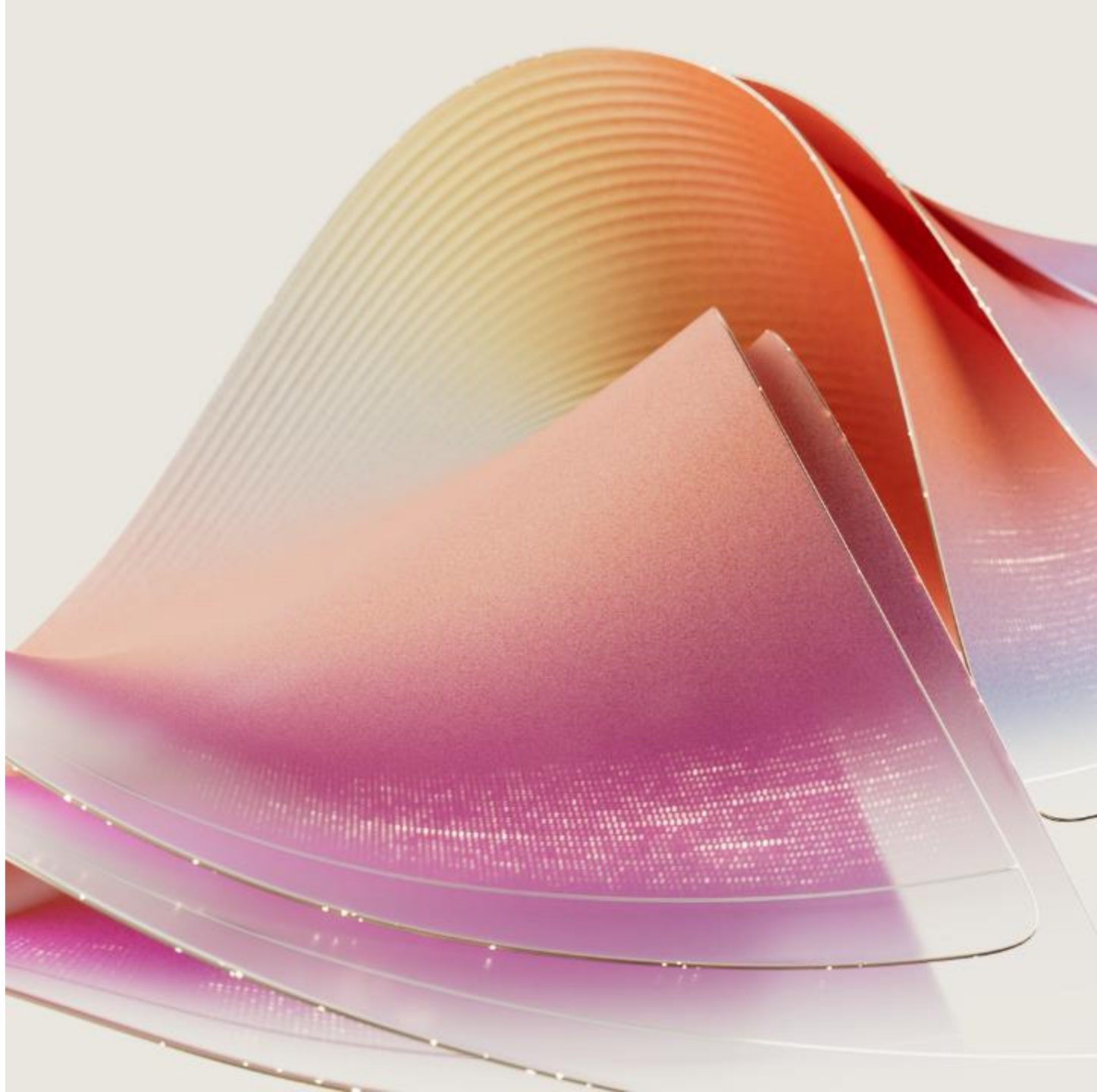
Which market, segment, or industry keeps converting — that pattern is what Phase 1 of Scale runs on.

To know who to back

Which partners actually transacted, and at what channel partner price — both visible in Insights.

Resources & Appendix

Guides, templates, documentation, and getting help



Resources

Help your channel partners

[Channel partner onboarding](#)

The full step-by-step walkthrough of all four steps

channelready@microsoft.com

Reach out for help with MPO enrollment

[Partner Center support](#)

Business verification, role changes, and account problems

Build your channel motion

[Go-to-market materials *](#)

Co-branded templates, internal enablement deck, playbook, customer brief

[MPO eligible partner list *](#)

The monthly list of partners already set up to transact

[Channel-led sales overview deck](#)

The wider picture beyond multiparty private offers

Documentation

[Multiparty private offers FAQ](#)

Eligibility, tax requirements by country, reporting, currency

[Marketplace documentation](#)

Offer types, pricing, private offers, publishing

[Partner Center documentation](#)

Programs, roles, account settings, and identifiers

** Requires partner credentials to access.*

Multiparty private offer requirements by geography

Market	Tax & Payment	Tax Treaty Form	Resale Certificate
Australia	Required	Optional*	n/a
Austria	Required	Optional*	n/a
Belgium	Required	Optional*	n/a
Bulgaria	Required	Optional*	n/a
Canada	See notes	see notes	see notes
Croatia	Required	Optional*	n/a
Cyprus	Required	Optional*	n/a
Czechia	Required	Optional*	n/a
Denmark	Required	Optional*	n/a
Estonia	Required	Optional*	n/a
Finland	Required	Optional*	n/a
France	Required	Optional*	n/a
Germany	Required	Optional*	n/a
Greece	Required	Optional*	n/a
Hungary	Required	Optional*	n/a
Iceland	Required	Optional*	n/a
Ireland	Required	Optional*	n/a
Italy	Required	Optional*	n/a
Japan	Required	Optional*	n/a
Latvia	Required	Optional*	n/a
Liechtenstein	Required	Optional*	n/a
Lithuania	Required	Optional*	n/a
Luxembourg	Required	Optional*	n/a
Malta	Required	Optional*	n/a
Norway	Required	Optional*	n/a
Poland	Required	Optional*	n/a
Portugal	Required	Optional*	n/a
Romania	Required	Optional*	n/a
Slovakia	Required	Optional*	n/a
Slovenia	Required	Optional*	n/a
South Africa	Required	Optional*	n/a
Spain	Required	Optional*	n/a
Sweden	Required	Optional*	n/a
The Netherlands	Required	Optional*	n/a
UK	Required	Optional*	n/a
USA	Required	no	yes

As of: September, 2026

The customer billing account ID must be associated to a multiparty private offer enabled market.

The channel partner must have a Seller ID associated to a tax profile in a multiparty private offer enabled market.

The Tax Treaty form only applies to channel partners outside the US who wish to sell to US customers and do not want taxes withheld. [Withholding rates](#) vary, but for most partners registering outside the United States, the default rate is 30%. Partners have the option of reducing this rate if their [country agreed to an income tax treaty](#) with the United States. Partners claim tax treaty benefits by completing [Part II of the IRS W-8BEN form](#) as part of creating your tax profile for MPO/REO enrollment.

Sales made into non-US locations are not subject to withholding.

Partners who sell to Canadian customers must meet requirements for any other MPO enabled market. Canadian regulations require the MPO sale to be made from outside Canada. If using US eligibility, resale certificate is required.

Partners outside the US may choose to complete a Tax Treaty Benefits form when selling to customers in the US, if applicable.