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Introduction

The OCP Catalog is primarily a tool that Microsoft Sales teams (Sellers) uses to find solutions to delight their customers, with a repository of related material to support their partner co-marketing and co-selling activities. Microsoft creates and maintains the database behind OCP Catalog and connects the data to other partner systems such as MPN, but you – the partner – are ultimately responsible for the information and collateral used to sell your solutions.

Summary of features

- Basic partner data comes from OCP CRM – the tool that Microsoft Account Team members use to manage their partner relationships.
- Microsoft Account Team members provide additional content to help sellers find the best solutions for their customer and the Go-To-Market (GTM) materials that will support co-sell and co-marketing activities.
- Microsoft Account Team members invite partners to join OCP Catalog so they can work together on marketing materials.

Being Invited to OCP Catalog

If you are listed in OCP Catalog as a Contact for a partner account, authorized OCP Catalog users may invite you to work on your records in OCP Catalog. You will receive an email from cosell@microsoft.com (like the one depicted below) at the email address listed in the Contact field.

When you click on the link in the invitation message, you will be taken to a Microsoft Account authentication page (formerly called LiveID) where you can either sign in with a Microsoft Account or create one and then use it to sign in. The Microsoft Account you use in this process will identify you in OCP Catalog and ensure you can edit the correct records.

Get a Microsoft Account ready

Before you accept the invitation, you should either create a [Microsoft Account](#) (formerly called LiveID) to use with OCP Catalog or pick one you already have and use it. Just visit <http://login.live.com> to choose or create the account you will use.



You're invited to the OCP Catalog

Congratulations!

Please click below to access the Microsoft OCP Catalog. The OCP Catalog allows you to review and update the information that our sales and marketing teams need to promote your Solution to our Microsoft sellers.

The "Accept Invitation" link will direct you to the authentication page for the OCP Catalog, which uses the Microsoft Account authentication service (formerly called LiveID). You should have a Microsoft Account ready to use before you click on the Link. You can check your Microsoft Account, or create one to use with OCP Catalog, at <https://login.live.com>.

Please accept the conditions for Microsoft Account authentication when prompted. They may seem intrusive but are there only to support authentication and password recovery.

Your Microsoft Account is usually cached in your browser and subsequent authentications will happen in the background.

For help with the invitation process and more information about using OCP Catalog, see the [OCP Catalog Partner Guide](#).

Best wishes,

The Microsoft GTM team

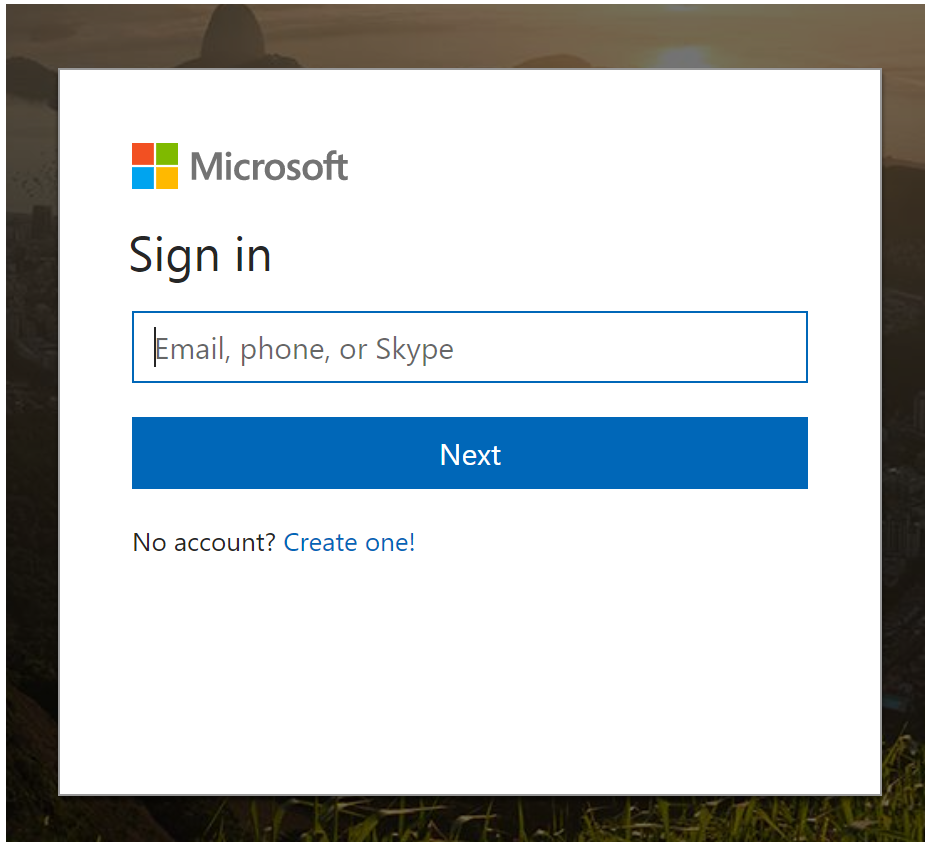
[Accept Invitation](#)

Microsoft respects your privacy. To learn more, please read our [Privacy Policy](#)
Microsoft Corporation
One Microsoft Way
Redmond, WA 98052

Sign in the first time

When you have logged into your [Microsoft Account](#), click [Accept Invitation](#) in the invitation email to go to the sign-in page.

When you see the following prompt, authenticate with the Microsoft Account credentials you are using for OCP Catalog.



You will then be prompted to allow the MS Go To Market app to access your info. Click Yes to proceed.



MG

Let this app access your info?

msgtm.azurewebsites.net

MS Go To Market needs your permission to:**Access your email addresses**

MS Go To Market will be able to see the email addresses in your profile.

You can change these [application permissions](#) at any time in your account settings.

No

Yes

That's it for your first time signing in – your credentials are stored so your subsequent logins will be much simpler.

The Partner Page

When you sign in as a partner, you'll see an overview of your account, divided into sections. (If you're named as a contact in more than one Partner Account, the first thing you'll see on sign-in is a list of those accounts. Just pick the one you want to work on.) If there are actions available to you, you'll see a button for each, at the bottom of the relevant section.



CONTOSO - E2E Test SI

PARTNER ONE NAME [ID] MPN ID MPL ID HQ COUNTRY READINESS MPN CLOUD COMPETENCY
CONTOSO - E2E Test [-100061] **-1** **4793183** **United States** **In-Market** **None**

Company Description

No description found.

[Open in CRM](#)

Solutions (2)

Contoso O365 Test123456
IN-MARKET
 Test Engagement SI
IN-MARKET

[View Solutions](#)

Contacts & Countries (3)

Microsoft Contacts	Role	Location	Actions
Ashis Mahanty	Microsoft Partner Development Manager, Microsoft Partner Marketing Advisor	United States	
Andreas de Ruyter	Microsoft PDMM	United States	
Justin Oppelaar	Microsoft PDMM	United States	

[Edit / Add Contacts](#)

Platforms

No platforms found.

Collateral (0)

[View Collateral](#)

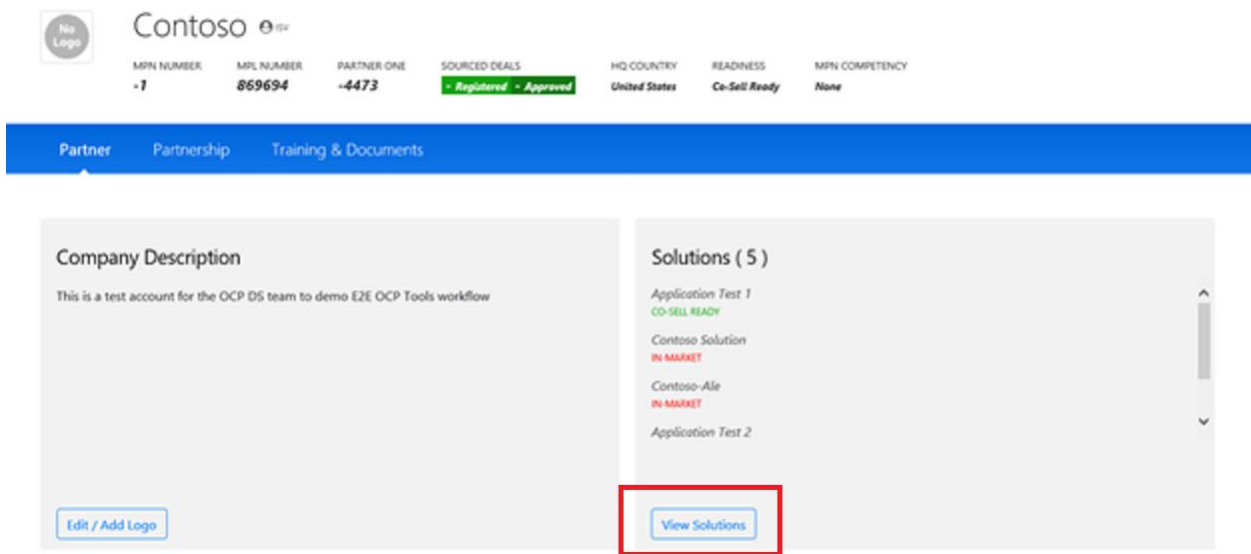
From this page, you can view and edit all kinds of data and collateral about your business – it’s your general starting point.

Viewing & Editing Solutions

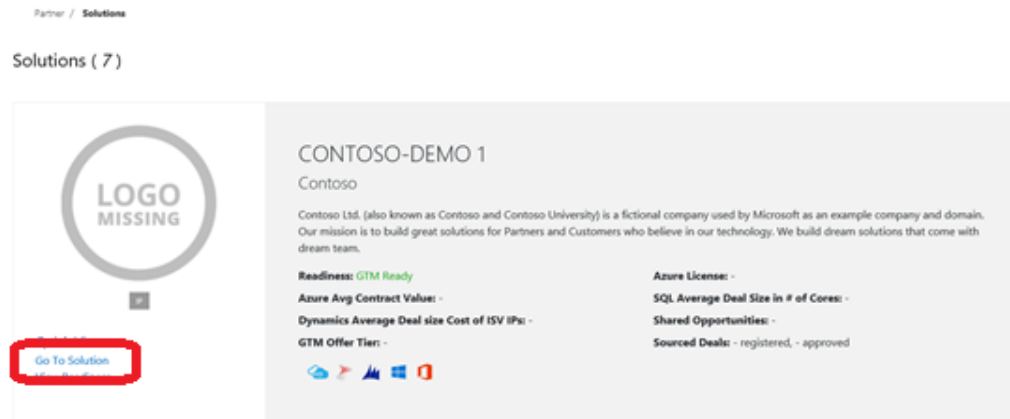
You are the expert when it comes to your business. Your Microsoft Account Team member will help you with and is responsible for your success using OCP Catalog, but ultimately you must be the source of information and materials that sellers will use to market your solutions.

Opening a solution

On the Partner page, click **View Solutions** to see your solution records.



When you click **View Solutions**, a **Solutions** page opens in the same window and displays a list of your solutions:



Clicking **Go To Solution** in the left nav will open the Solution page.

Solution Overview and Attributes

The solution record displays on a subpage of the Solutions page, in the same browser tab. You can navigate back to the Solutions page using the link in the navigation near the top.




CONTOSO-E2E DEMO 1 ISV

PARTNERONE NAME [ID] **Contoso [-4473]** MPN ID **-1** MPL ID **4787175** HQ COUNTRY **United States** READINESS **GTM Ready** MPN CLOUD COMPETENCY **None**

Partner Partnership Training & Documents

Partner / Solutions / Solution



LOGO MISSING

IP

[View Platforms](#)
[View Readiness](#)
[Open in CRM](#)
[View Countries](#)

CONTOSO-DEMO 1

CONTOSO-E2E DEMO 1

Contoso Ltd. (also known as Contoso and Contoso University) is a fictional company used by Microsoft as an example company and domain. Our mission is to build great solutions for Partners and Customers who believe in our technology. We build dream solutions that come with dream team.

Readiness: **GTM Ready**

Total 12-mo Partner Revenue (Avg Azure Deal): -

Dynamics Average Deal size Cost of ISV IPs: -

GTM Offer Tier: -



Azure License: -

SQL Average Deal Size in # of Cores: -

Shared Opportunities: -

Sourced Deals: - registered, - approved

Contacts & Countries (6)

Microsoft Contacts	Role	Location	Actions
Dan Truax	Microsoft Partner Development Manager, Microsoft PDMM	Corp HQ-S&M	
Andreas de Ruijter	Microsoft Partner Development Manager, Microsoft Partner Marketing Advisor	United States	
Alessandro Pistilli	Inside Partner Development Manager	United States	

Partner Contacts	Role	Location	Actions
alessandro pistilli ■■	Partner Sales	United States	Contact
Marc Pollard ■■	Partner Marketing	United States	Contact

[Add / Edit Contacts](#) [View More](#)

Industry

Industry

Higher Education
 K12 Education
 Government: Local & Regional

Solution Area/Practice/Building Block

Apps and Infrastructure > Application Innovation > App Modernization and Integration

Change Country View

Industry Map Associations

This solution is currently not associated to any industry maps.

Solution Area Maps Associations

This solution is currently not associated to any solution maps.

Collateral

No collateral found.

[View Collateral](#)

Marketplace Links

No marketplace links found.

[View basic solution information](#)


Most of the basic information comes from OCP CRM, but some is generated by other Microsoft systems, such as OCP Catalog.

[Contacts and Countries](#)

This section displays names and email addresses for contacts at your business, as well as the Microsoft Account Team members. If you need to change something, or add a new contact, click **Add/Edit Contacts**.

Partner Partnership Training & Documents

Partner / Solutions / Solution



LOGO MISSING

IP

[View Platforms](#)
[View Readiness](#)
[Open in CRM](#)
[View Countries](#)

CONTOSO-DEMO 1

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Readiness: GTM Ready

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Alessandro Pistilli	Inside Partner Development Manager	United States	

Partner Contacts	Role	Location	Actions
alessandro pistilli	Partner Sales	United States	Contact
Marc Pollard	Partner Marketing	United States	Contact

[Add / Edit Contacts](#) [View More](#)

- Click **Add/Edit Contacts** to change or add a Partner Contact. People listed under **Partner Contacts** can be invited to work in OCP Catalog on your solutions.

Contoso

[+ New Contact](#) [All Contact types](#) [All countries](#)

Microsoft Contacts	Email	Role	Location	Actions
Dan Truax	dantr@microsoft.com	Microsoft Partner Development Manager, Microsoft PDMM	Corp HQ-S&M	Edit
Andreas de Ruiter	aruiter@microsoft.com	Microsoft Partner Development Manager, Microsoft Partner Marketing Advisor	United States	Edit
Alessandro Pistilli	pistilli@microsoft.com	Inside Partner Development Manager	United States	Edit
Justin Oppelaar	juoppela@microsoft.com	Microsoft Partner Development Manager, Microsoft PDMM	United States	Edit

Partner Contacts	Email	Role	Location	Actions
alessandro pistilli	alessandro.pistilli@gmail.com	Partner Sales	United States	Edit Re-Invite Contact
Marc Pollard	marcp@55zero.com	Partner Marketing	United States	Edit Re-Invite Contact

- Click **+ New Contact** (top left corner of form) to create a new Partner Contact.
- To edit the details of a listed contact, click **EDIT** in that row, in the **Actions** column

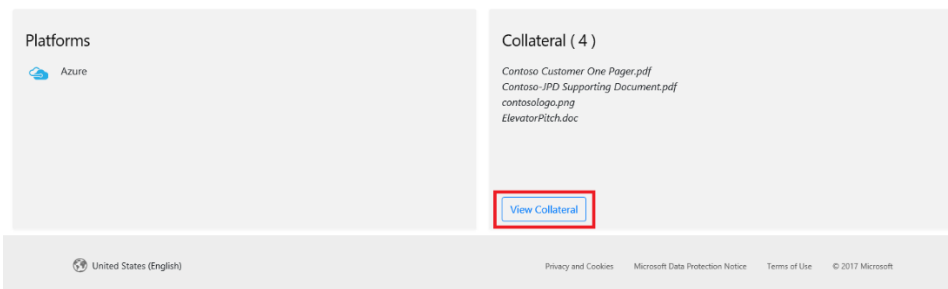
Edit Collateral

Collateral is files or text descriptions of the materials that support the seller and any co-sell or GTM activity. It's one of the most important areas for your focus. You can add collateral at the Partner level (for collateral that applies to all your solutions) and at the Solution level (for collateral that is solution-specific).

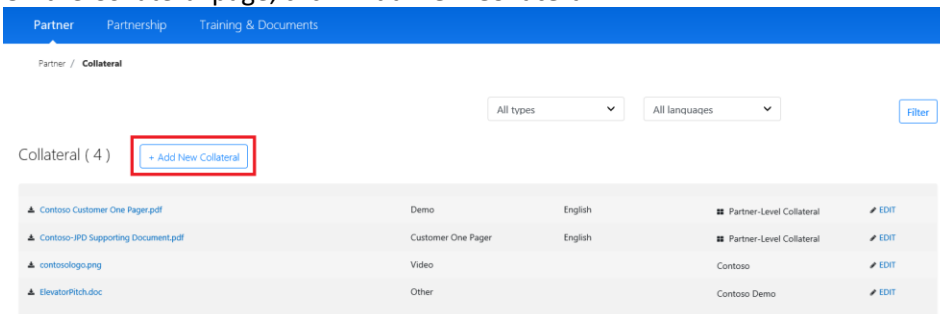
Add Partner-Level Collateral

If you have multiple solutions, you can upload Partner-level collateral that will show up in all of them.

1. At the bottom of the Partner page, click **View Collateral**.



2. On the Collateral page, click **+Add New Collateral**.



- The Add New Collateral form has a banner that tells you the collateral will be Partner-level collateral. Under Category, click **Choose a category**.

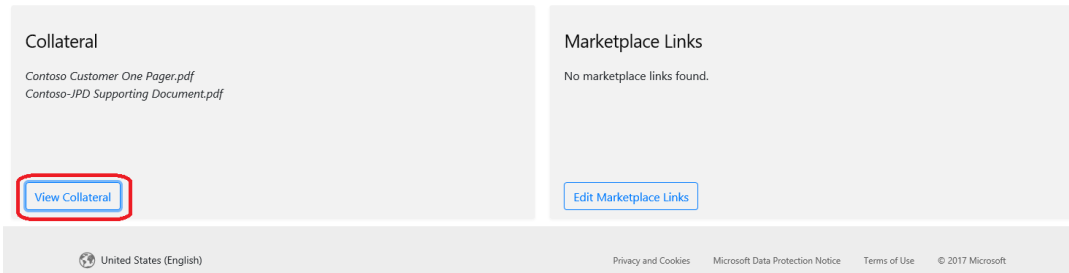
- After you choose the Category, specify the Type – whether the collateral is a file you will upload, a URL, or text. For example, suppose the video showcase is a file and you’d like it available in OCP Catalog. When you set the Type, the form changes to accommodate the collateral; in our example, you specify File, and an upload button appears.

- Add a Title and pick a language, then click **Save**.

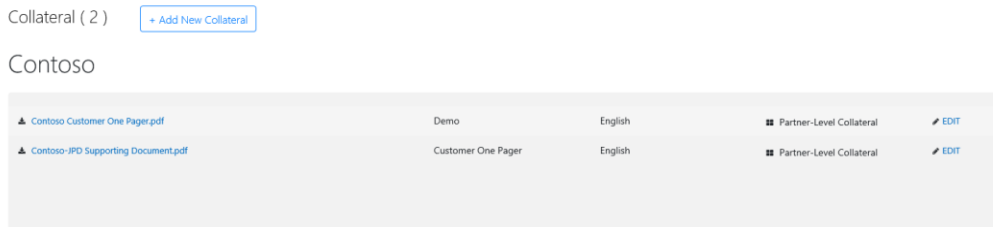
Add New Collateral to a Solution

When you are viewing a solution, you can add or edit collateral for that solution.

1. In the Collateral section (bottom left of page), click **View Collateral**.



2. On the Collateral subpage that opens, you can do several things:
 - Click the name of any listed collateral to download/view it
 - Click the **EDIT** link to the right of a listed item to make changes to that item
 - Click **+Add New Collateral** above the list of items to upload new material



There are numerous kinds of collateral our sellers use. When you click **+Add New Collateral** to upload an item, a form helps you categorize the item so sellers know what to expect.

1. Click **Choose a category** to see a list of choices. Pick the category that best matches the item you are uploading. For example, suppose you have a video that showcases your solution – you’d pick **Video** from the list.

The screenshot shows the 'Add New Collateral' form. It has a title bar with 'Add New Collateral' and a close button. The form is for 'Contoso' and includes the following fields:

- Category:** A dropdown menu with 'Choose a category...' selected. Below it is a red error message: 'This field is required.'
- Type:** Three radio buttons: 'File', 'Url', and 'Text'. 'File' is selected.
- Title:** A text input field.
- Language:** A dropdown menu with 'Choose a language...' selected.

 At the bottom right, there are 'Save' and 'Cancel' buttons.

2. After you choose the Category, specify the Type – whether the collateral is a file you will upload, a URL, or text. For example, suppose the video showcase is a file and you’d like it available in OCP Catalog. When you set the Type, the form changes to accommodate the collateral; in our example, you specify File, and an upload button appears.

3. For URL and Text items, you just enter the hyperlink or text in the form. For files, click Choose file to start the upload. When you pick a file, the file name is used for the Title.

4. Click **Choose a language** and select the language that the item uses, then click **Save** to upload the item to OCP Catalog.

[Microsoft Account Team members can help with collateral](#)

For more information, templates, and the benefit of their experience, you should talk to your Microsoft Account Team member about maximizing the value of your collateral.

[Industry](#)

The industry that your solution targets is important to sellers, who use that information to filter results when searching OCP Catalog. Your Microsoft Account Team member specifies this information in the OCP CRM system, typically before your solution is listed in OCP Catalog. You can add selections here, but

you cannot remove any selections that were added in the CRM system. Be cautious in adding more industries unless your solution truly emphasizes them. If you're tempted to add all industries, consider using Solution Areas, which are designed to represent activities that pertain across industries, such as talent management.

Solution Area/Practice/Building Block

Solution Areas also provide information that sellers use to find solutions in OCP Catalog. Whereas Industry is about what kind of business a solution targets, Solution Area is about what your solution does for those businesses. For example, Media & Cable is an Industry, whereas Business Applications is a Solution Area.

Note that you must specify a Practice and Building Block when you add a Solution Area. The following table lists the various combinations.

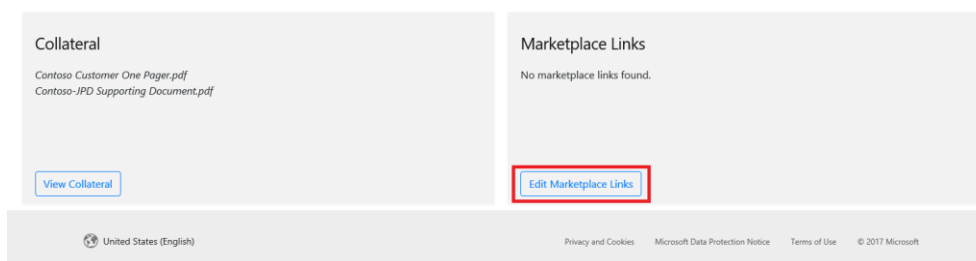
Solution Areas	Practices	Building Blocks	
Data & AI	Data Platform & Analytics	Business Analytics & AI	
		IoT SaaS Solutions	
		Data Platform Modernization & Mission-Critical Applications	
		Data Warehousing & Big Data	
		Oracle Migration to SQL/Azure	
		IoT PaaS Solutions	
Modern Workplace	Collaboration	Modern Business Intelligence	
		Modern Collaboration & Effective Teamwork	
		Employee Engagement & Empowerment	
		Firstline Workers	
		Cloud Voice	Meetings with PSTN Dial-In
			Cloud PBX Enablement
	Security & Compliance	Control & Protect Information	
		Enterprise-level Identity Protection	
		Regulatory Compliance	
		Proactive Attack Detection & Prevention	
		Modern Desktop	Modern Desktop Deployment
			Modern Desktop Managed Services
Apps & Infrastructure	Cloud Infrastructure	Backup, Archive and DR	
		Hybrid Infrastructure Security & Management	
		Development and Test + DevOps	
		Extending Azure with Azure Stack	
		High Performance Computing	
		Data Center Transformation	
		Red Hat on Azure	
		Hybrid Networking	
		Hybrid Storage	

		SAP on Azure
		Windows Server Apps on Azure
	Application Innovation	Customer-facing - Mobile
		Customer-facing - Transactional Apps/eCommerce
		App Modernization & Integration
		Customer-facing - Gaming
		DevOps
		Customer-facing - Digital Marketing
		Customer-facing - Media
Business Applications	Unified Operations	Retail
		Talent Management
		Finance & Operations
	Customer Engagement	Field Service
		Project Service Automation
		Customer Service
		Sales
	Scalable Business Applications	Sales
		Marketing
		Finance & operations

Marketplace Links

If you have already registered a solution in AppSource or Azure Marketplace, please add the appropriate URL to the Marketplace Links section.

1. At the bottom of the page, click **Edit Marketplace Links**.



2. Add the URL to the appropriate box, then click Save.

Marketplace Links ×

AppSource

Azure Marketplace

Partner Center/Pinpoint

CHANGE LOG

February 14, 2018

- Added steps to help partner with the invitation process

January 29, 2018

- Updated screen shots to reflect UI changes in OCP Catalog