

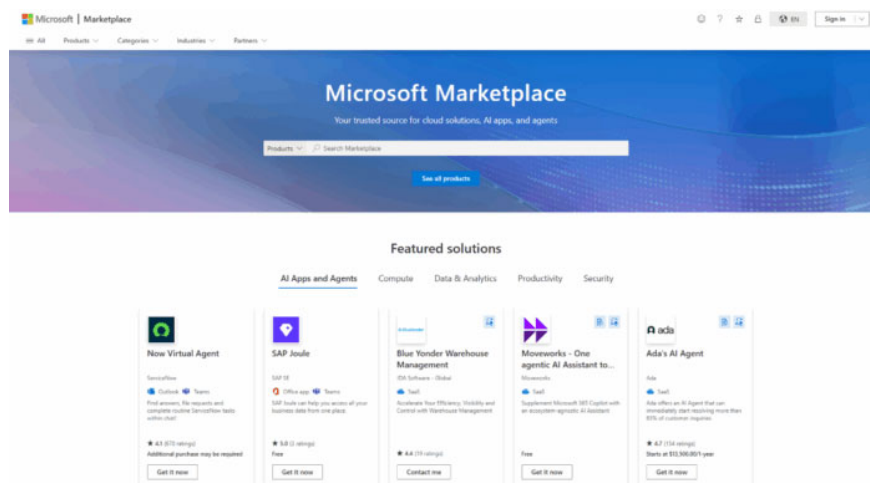
# Microsoft launches new Marketplace platform dedicated to selling AI apps and agents

Microsoft officially launched Microsoft Marketplace - a unified platform Azure Marketplace and AppSource, providing more than 3,000 AI applications and agents and tens of thousands of cloud computing solutions, supporting businesses to search and deploy quickly.

Microsoft has been talking a lot about 'frontier firms' lately — a term it uses to describe organizations that combine human ambition with AI services to create business value at scale. The core elements to make this happen are AI agents, platforms, and AI technologies. To help drive this goal, Microsoft has just officially launched a dedicated marketplace to sell cloud solutions, AI agents, and applications to frontier companies.

There have been rumors of a 'publisher content marketplace' before, but this new platform is a different product. Simply called 'Microsoft Marketplace', the Redmond giant is positioning it as an extension of its cloud services. The new Marketplace combines Azure Marketplace and AppSource into a single store, offering tens of thousands of general-purpose or industry-specific cloud solutions, along with more than 3,000 applications and AI agents. Customers can buy directly through cloud service providers (CSPs) or authorized partners.

Microsoft also announced a list of nearly 100 major partners participating in the launch phase, including Adobe, Nvidia, IBM, Atlassian, Asana, and many others. The company emphasized that any solution purchased through a partner will comply with enterprise governance and security standards. This synchronized discovery and deployment experience is considered one of the key strengths of the marketplace.



However, this is just the initial launch phase. In the coming time, Microsoft will continue to coordinate with solution providers and CSPs to support more features such as multi-party private offers, deeper CSP integration,

and private packages via CSP. Currently, the platform is only testing the 'resale enabled offers' feature, allowing customers to leverage the partner channel to sell on their behalf through private packages.

Microsoft claims this marketplace will become a centralized store providing thousands of solutions to millions of customers on the same platform.

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