

MEDIA KIT

# ISV Solution Evaluation



**Independent insight and evaluation**  
that differentiates your solution and  
reinforces buyer confidence.



# ISV Solution Evaluation



## Overview

In a crowded Microsoft ecosystem, credibility matters. Buyers want proof. Partners want reassurance. Sales cycles stall when trust isn't established early.

The MSDW ISV Solution Evaluation Program provides independent, third-party validation that signals quality, maturity, and commitment—without your team having to say it themselves.

## Why This Matters

- Buyers want third-party proof
- Partners look for ecosystem alignment
- Sales teams need credibility early

## What you get

- **Evaluation Report**  
A detailed, downloadable assessment buyers can reference during their decision process.
- **Digital “MSDW Evaluated” Badge**  
A visible trust signal displayed across MSDW and your digital presence.
- **Public Visibility**  
Your evaluation report promoted through MSDW editorial and social channels.
- **Ongoing Credibility**  
Annual renewal option keeps your evaluation current and relevant as your solution evolves.

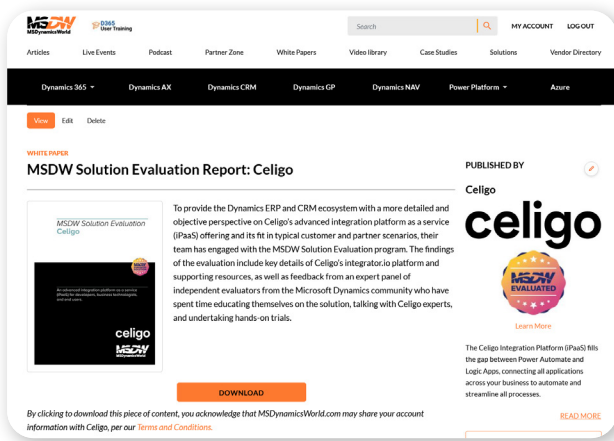
“Our relationship with MSDW allows us to extend our relationship with our customers and engage with them both offline and online.”

**COFFEE + DUNN**

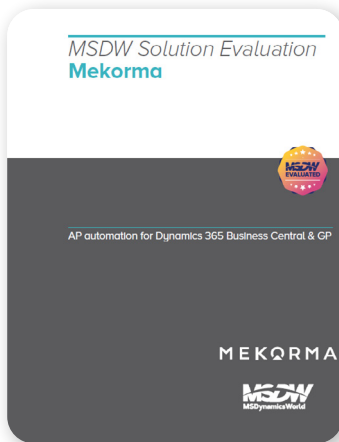
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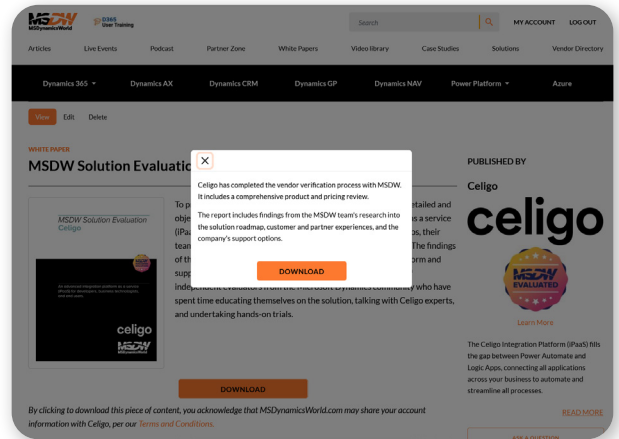
## Where Buyers See Your Validation



### DEDICATED EVALUATION LANDING PAGE



### EDITORIAL PRESENTATION WITHIN MSDW



### BADGE CLICK-THROUGH WITH DOWNLOADABLE REPORT

# ISV Solution Evaluation



## Get Started

### Sign up information

**\$7,500 (OPTION TO RENEW BADGE EVERY 12 MONTHS)**

YES, SIGN ME UP FOR THE 12-MONTH MSDW ISV SOLUTION EVALUATION

MEMBERSHIP START DATE

COMPANY

NAME/CONTACT

EMAIL

SIGNATURE

Email completed form to [ABerezin@MSDynamicsWorld.com](mailto:ABerezin@MSDynamicsWorld.com)

BY SIGNING UP FOR THIS PROGRAM, YOU AGREE TO ALL TERMS AND CONDITIONS AS OUTLINED AT THE END OF THIS DOCUMENT.

### Your evaluation reaches the right audience

- 100,000+ Microsoft Business Applications professionals
- 70% senior-level decision-makers

# ISV Solution Evaluation



## Terms & Conditions

THESE TERMS AND CONDITIONS GOVERN THE USE OF AND ACCESS TO GUIDEPOINT MEDIA LLC'S MONTH-TO-MONTH ENGAGEMENT PROGRAM AND ADD-ONS TO THAT PROGRAM (IF ANY) (THE "PROGRAM"). BY USING THE PROGRAM, YOU (THE "CLIENT") AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS (THE "AGREEMENT").

### 1. LICENSE RIGHTS AND RESTRICTIONS

(a) Grant. Subject to the terms and conditions of this Agreement GuidePoint Media LLC ("GuidePoint Media") grants Client a nonexclusive, nontransferable license to access and use the Program during the agreed upon term for the purpose of developing sales leads.

(b) Restrictions. Client agrees that it will not: (i) use the Program for any illegal or unauthorized purpose or in any manner that damages or interferes with the Program's operation; (ii) remove any copyright, trademark or other proprietary rights notices contained in or on the Program; (iii) sublicense, sell, lease (including on a service bureau basis), share, or transfer the Program or make it available to anyone except for Client's employees that are authorized to access the Program; (iv) modify or create derivative works of or from the Program or any elements thereof without the written approval of GuidePoint Media (except as this restriction (iv) is prohibited by applicable law); (v) circumvent any security measures or use restrictions in the Program; or (vi) attempt to do any of the foregoing. If Client violates these restrictions or any other provisions of this Agreement, GuidePoint Media, may suspend or block Client's access to the Program.

### 2. FEES

Fees. In exchange for Client's use of the Program, Client agrees to pay GuidePoint Media (the "Fees"). The Fees must be partially (or fully) paid prior to Client's starting of the Program. Client is responsible for any sales, use, excise, import or export, value added or similar tax or duty. If Fees are not received when due, GuidePoint Media may (i) assess a late payment charge of 1.5% per month or the maximum allowed by law, if less, and, (ii) upon notice of such overdue payment and Client's failure to provide payment within 5 days of such notice, suspend access to the Program until payment in full of all overdue Fees and late payments are received.

### 3. TERM AND TERMINATION

Effect of Termination. Upon the termination or expiration of this Agreement, the rights granted under Section 1 will immediately terminate and Client will remit any Fees incurred prior to the date of such termination. Sections 2 (to the extent Fees remain unpaid), 3(b) and 4 through 6 of this Agreement will survive its termination or expiration for any reason.

### 4. CLIENT REPRESENTATION AND WARRANTY

Client represents and warrants that any material posted to MSDynamicsWorld.com and related social accounts and aggregation platforms will not infringe the copyrights, trademarks or privacy rights or defame a third-party.

### 5. INDEMNIFICATION; RELEASE

(a) Indemnification. Client will indemnify and hold harmless (including payment of reasonable attorneys' fees and court costs) GuidePoint Media and its officers, directors, and employees against any third-party claim alleging that any materials provided by the Client infringe the intellectual property or privacy rights of a third party or are defamatory.

(b) Procedures. If GuidePoint Media learns of a claim subject to indemnification under this Section 5, it will promptly notify Client of such claim.

### 6. GENERAL TERMS

(a) Governing Law; Attorneys' Fees. This Agreement, including its formation, is governed by the laws of the State of Massachusetts, without giving effect to conflicts of laws principles that would require a different result. Any claim, action or judicial proceeding arising out of or related to this Agreement will be brought in the federal or state courts located in Suffolk County, Massachusetts, and the prevailing party will be entitled to recover reasonable attorneys' fees and expenses incurred in resolving such claim, action or judicial proceeding.

(b) Assignment. Neither party may assign this Agreement, in whole or in part, without the other party's written consent not to be unreasonably withheld. Any attempt to assign this Agreement except as set forth in this provision will be null and void. (c) Waiver; Amendment. This Agreement may not be modified except by a written instrument signed by both parties. A party's failure to enforce any provision of this Agreement will not be deemed a waiver of future enforcement of that or any other provision.

(d) Miscellaneous. Titles and headings used in this Agreement are intended solely for convenience of reference and do not affect its meaning. If any provision of this Agreement is held by a court of competent jurisdiction to be contrary to law, the remaining provisions of this Agreement will be unaffected. Except as expressly set forth herein, nothing in this Agreement grants any rights to any entity other than the parties to this Agreement.

The parties have caused their duly authorized representatives to execute these Terms.