



Virtual Days Now Available in the Microsoft Azure Marketplace

Stockholm, Sweden, December 19th, 2023

Microsoft Azure customers worldwide now gain access to Virtual Days to take advantage of the scalability, reliability, and agility of Azure to drive application development and shape business strategies.

Virtual Days today announced the availability of Virtual Days Events Platform in the Microsoft Azure Marketplace, an online store providing applications and services for use on Azure. Virtual Days customers can now take advantage of the productive and trusted Azure cloud platform, with streamlined deployment and management.

The world is changing. The way we work, live, and play has shifted in the digital world. Most companies and the events industry in general have been slow to react (despite COVID), with physical events still prominent, which can be limiting in reach and bad for accessibility and sustainability. Webinars have offered a great alternative in a “one to many” setting but struggle to help connect “many to many.” With AI and the metaverse set to accelerate capability, those who adapt stand to win big and those that don’t could be left behind.

From today it will now be possible to conduct virtual events in branded immersive environments, with custom avatars, matching technology, multi streaming, and metaverse networking. Virtual Days offers companies a sustainable event and employer branding platform, perfect for recruitment, pre boarding, onboarding, career mobility, internal conferences, and client events.

“Although physical events have returned post pandemic, Virtual Days is here to build upon the remote working revolution, enabled in part by Microsoft, and to facilitate the transition to more sustainable meetings and events”, said Bjorn Strand, Co-Founder, Virtual Days.

Jake Zborowski, General Manager, Microsoft Azure Platform at Microsoft Corp., said; “We welcome Virtual Days to Azure Marketplace, where global customers can find, try, and buy from among thousands of partner solutions. Thanks to trusted partners like Virtual Days, Azure Marketplace is part of a cloud marketplace landscape predicted to grow revenue 500% from 2022 to 2025.”

The Azure Marketplace is an online market for buying and selling cloud solutions certified to run on Azure. The Azure Marketplace helps connect companies seeking innovative, cloud-based solutions with partners who have developed solutions that are ready to use.

Virtual Days is a Microsoft partner company based in Sweden, delivering over 500 events globally on a unique platform for some of the world's biggest companies.

As an ISV (Independent Software Vendor) in AI and Modern Work, Virtual Days creates products and services based on Microsoft technology. Virtual Days’ go-to-market strategy is partnerships with licensing partners (CSPs) that also offer support to end customers. Virtual Days recently sold its first SaaS solutions on the Microsoft Azure Marketplace via CSPs and now seeks more partners.

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