ASCOM (https://ascom-standards.org/) - ASCOM stands for Astronomy Common Object Model - free
used for Astro software and Astro equipment to communicate -- ASCOM drivers (equipment companies make those) are used to connect to software (Astro software supports ASCOM drivers)

Deep Sky data acquisition:
N.I.NA (https://nighttime-imaging.eu/) - free
A good way to run the types of equipment in an Astro photo setup.

Autoguiding software:
PHD2 - (https://openphdguiding.org/) - free
autoguiding detects drift and sends corrections to the mount to help keep stars round on long exposures.

Planetary imaging:
FireCapture captures video clips for stacking video frames (https://www.firecapture.de/) – free

These save video clips and can stack frames
SharpCap (https://www.sharpcap.co.uk/) – free
SharpCap Pro (https://www.sharpcap.co.uk/) – $18.00 year
These save video clips for the aligning & stacking video frames

Planetary image processing:
AstroSurface - this one I use for stacking/processing video frames of planets (https://astrosurface.com/)

Deep Sky Image processing:
PixInsight – 45 day free trial then 300 euros to purchase
Siril (https://siril.org/) - free
Deep Sky Stacker (http://deepskystacker.free.fr/english/index.html) – free
These align & stack frames taken into an image stack, then process that stack

Sky Chart:
Cartes deu Ciel (https://www.ap-i.net/skychart/en/start) – free
can be used to connect to scope mount and slew the scope to points in the sky. There are other programs like this.

Astro Equipment Dealers:
Astronomics (astronomics.com)
Agena Astro (https://agenaastro.com/)
Highpoint Scientific (https://www.highpointscientific.com/)
I've purchased various Astro equipment from all three of these and had good experience with all three.