

Azure Marketplace QuickStart

A Mastering the Marketplace video

<https://aka.ms/MasteringTheMarketplace>

Overview

Azure Marketplace overview

MACC eligible offers

Public offers

The private marketplace

Private plans

Private offers

Azure Marketplace overview

The Microsoft commercial marketplace is where customers buy software solutions that streamline their business

One marketplace: Two storefronts



Azure Marketplace
Cloud developers & IT pros



AppSource
Business users

Azure Marketplace value



Increase efficiency

Meet your business needs in one place. Deploy solutions seamlessly with simple billing and procurement.

Reduce operational costs.



Buy confidently

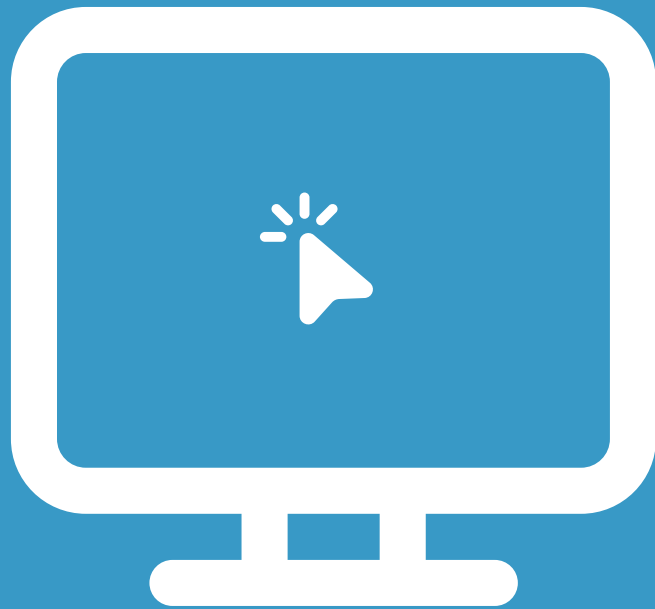
Access the most comprehensive catalog of certified solutions and safeguard your business with Microsoft security.



Spend smarter

Apply purchases to your cloud consumption commitment and get faster time to value with solutions that work with your current technology.

Demo



Finding the marketplace

Public offers

Public offers

The typical offers you see in the marketplace

Available for any Azure customer to purchase

Find offers from Microsoft and trusted partners

Public offers



May have multiple plans

Plans may have different pricing, terms, etc.

Types of offers

SaaS

Solution runs in the ISV's Azure tenant

VM

Virtual machine deployed to the customer's Azure environment

Container

Container solution deployed to customer's AKS instance

Managed Application

Custom solution deployed into the customer's Azure environment

Private plans

Unlock custom deals with private plans



Custom, seller-led
experience



Private and customizable:
Negotiated pricing
Private terms & conditions
Specialized configurations

aka.ms/cm.privateoffers

Private plans

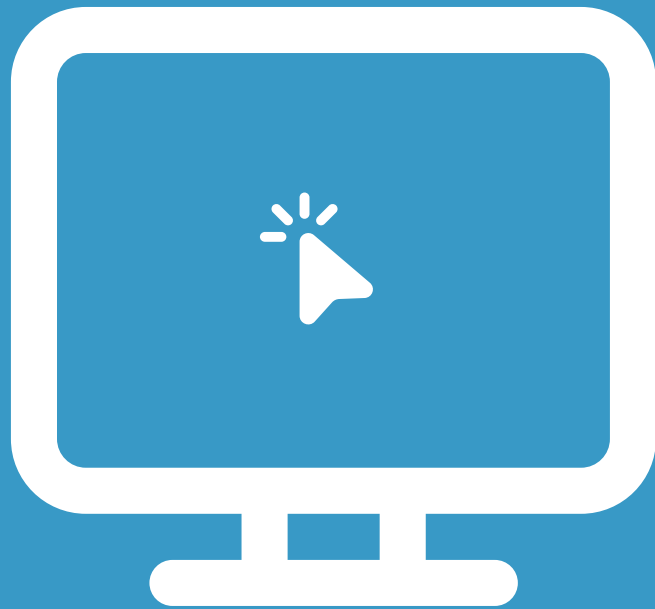


Another plan on an offer

Only available to designated customers

Custom and private pricing

Demo



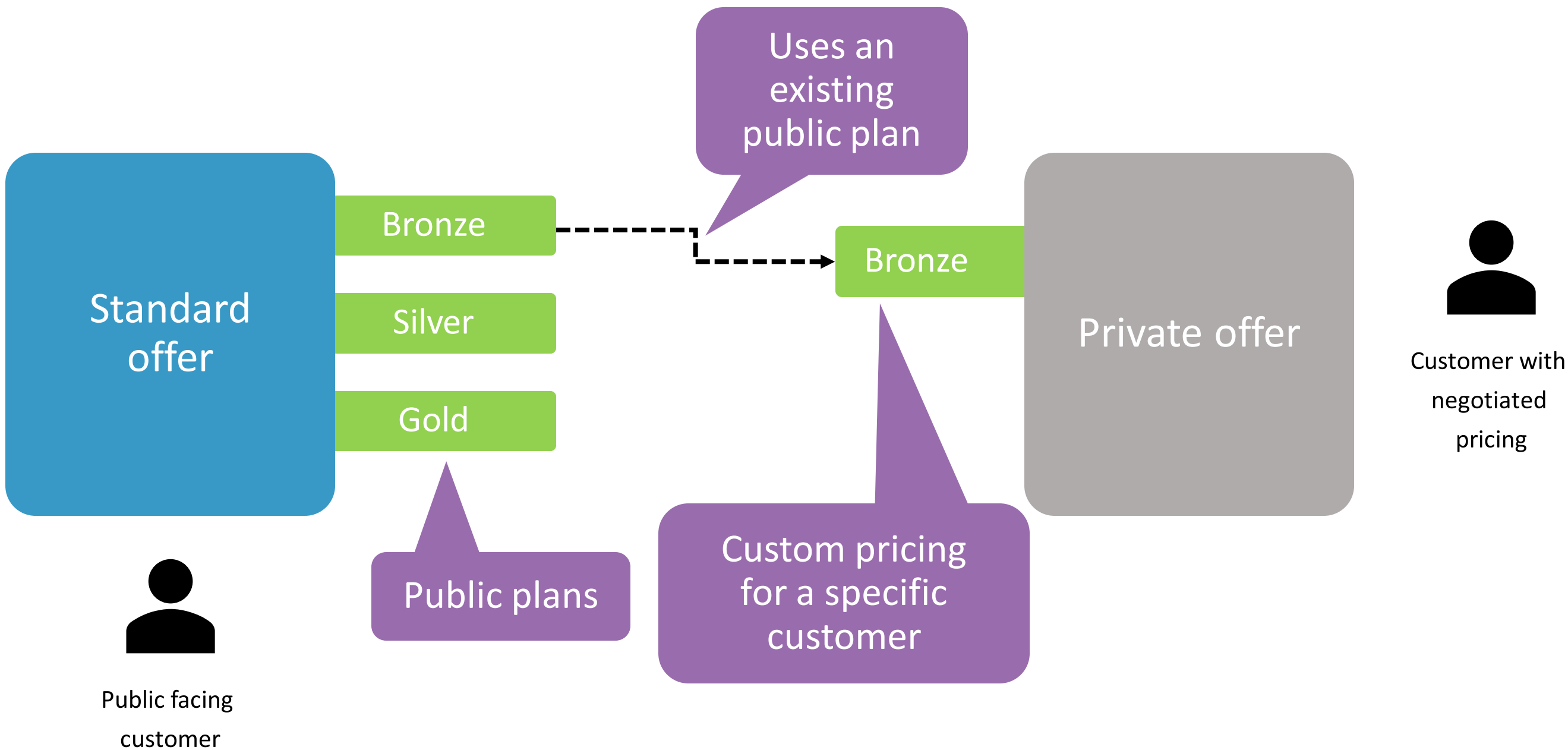
Finding private plans in the Azure portal

Private offers

Different than private plans

Many more capabilities

Private offer model



Some advantages of private offers



SUPPORT FOR CUSTOM
TERMS AND CONDITIONS
PER CUSTOMER



BASED ON EXISTING PUBLIC
PLANS

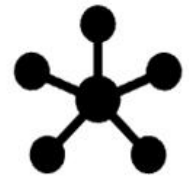


SUPPORTS CUSTOM
TIME-TO-ACCEPT

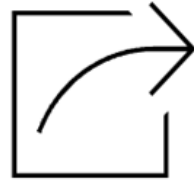


AVAILABLE WITHIN 15 MIN
OF CREATION

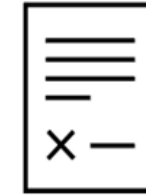
Seller Private Offer experience



Create private offer



Submit private offer



Receive payment

ISV creates new private offer in Partner Center with negotiated price, duration and terms for a specific customer.



ISV submits private offer and shares the private offer link with customer for acceptance.



ISV receives payment from Microsoft for sales of their products in marketplace.



Customer Private Offer experience



Accept private offer

Customer reviews and accepts the private offer in marketplace.



Purchase offers

Customer purchases products via Azure portal



Invoice customer

Customer invoice from Microsoft reflects the discounted price for the private offer products.



Learn more about Private Offers

aka.ms/MasteringTheMarketplace

MACC eligible offers

MACC

Microsoft Azure Consumption Commitment

MACC is a commitment to spend a certain amount on Azure

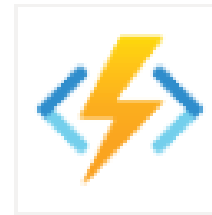
Period of at least one year

Applicable to these types of billing accounts

- Microsoft Customer Agreement (MCA)
- Enterprise Agreement (EA)

MACC

Marketplace MACC eligible
offers count toward the
commitment



Function App

♥ Add to Favorites

Microsoft | Azure Service

★ 4.1 (1482 ratings)

📄 Azure benefit eligible

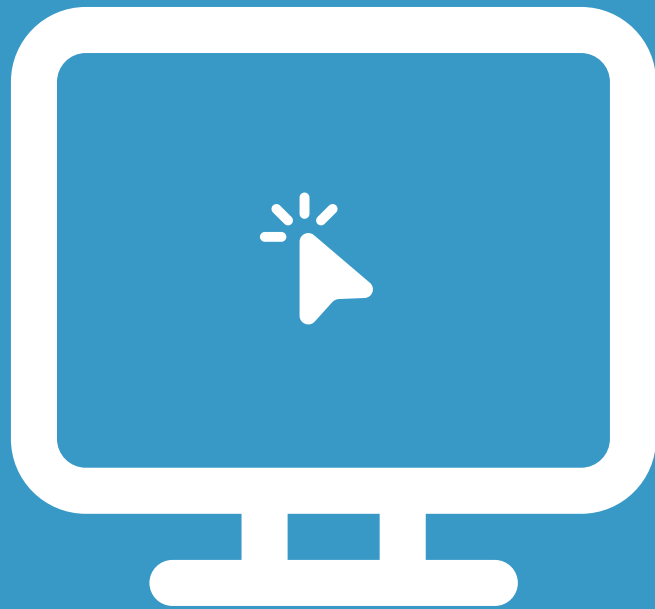
Plan

Function App



Create

Demo



Finding MACC eligible offers

The Private Azure Marketplace

Private Azure Marketplace



Pre-approve apps



Regulate costs



Build faster

aka.ms/PrivateAzureMarketplace

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