

# 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

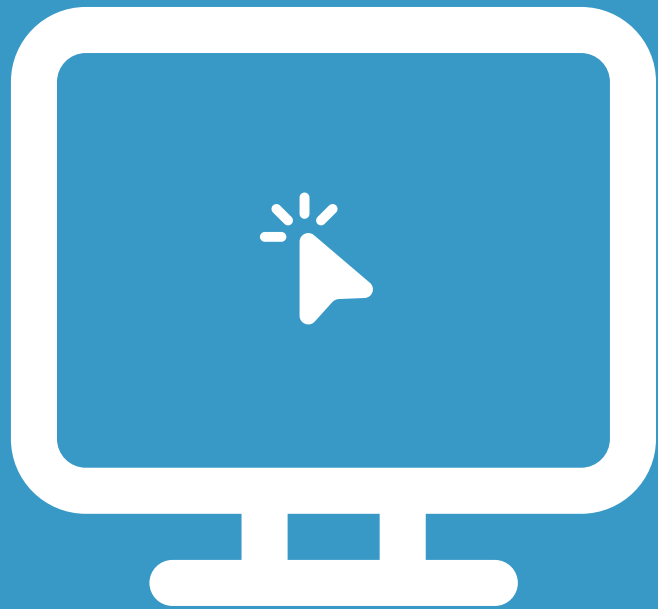
Access the most comprehensive catalog of certified solutions and safeguard your business with Microsoft security.



## 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](https://aka.ms/cm.privateoffers)

# Private plans

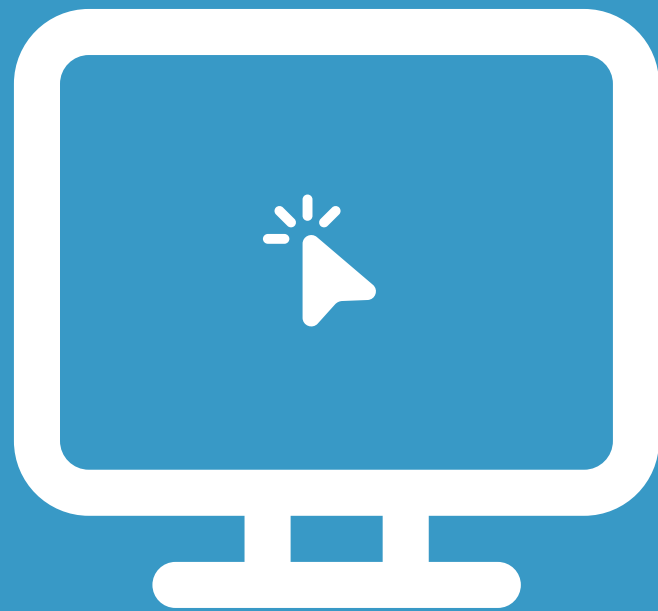


Another plan on an offer

Only available to designated customers

Custom and private pricing

# Demo



Finding private plans in the Azure portal

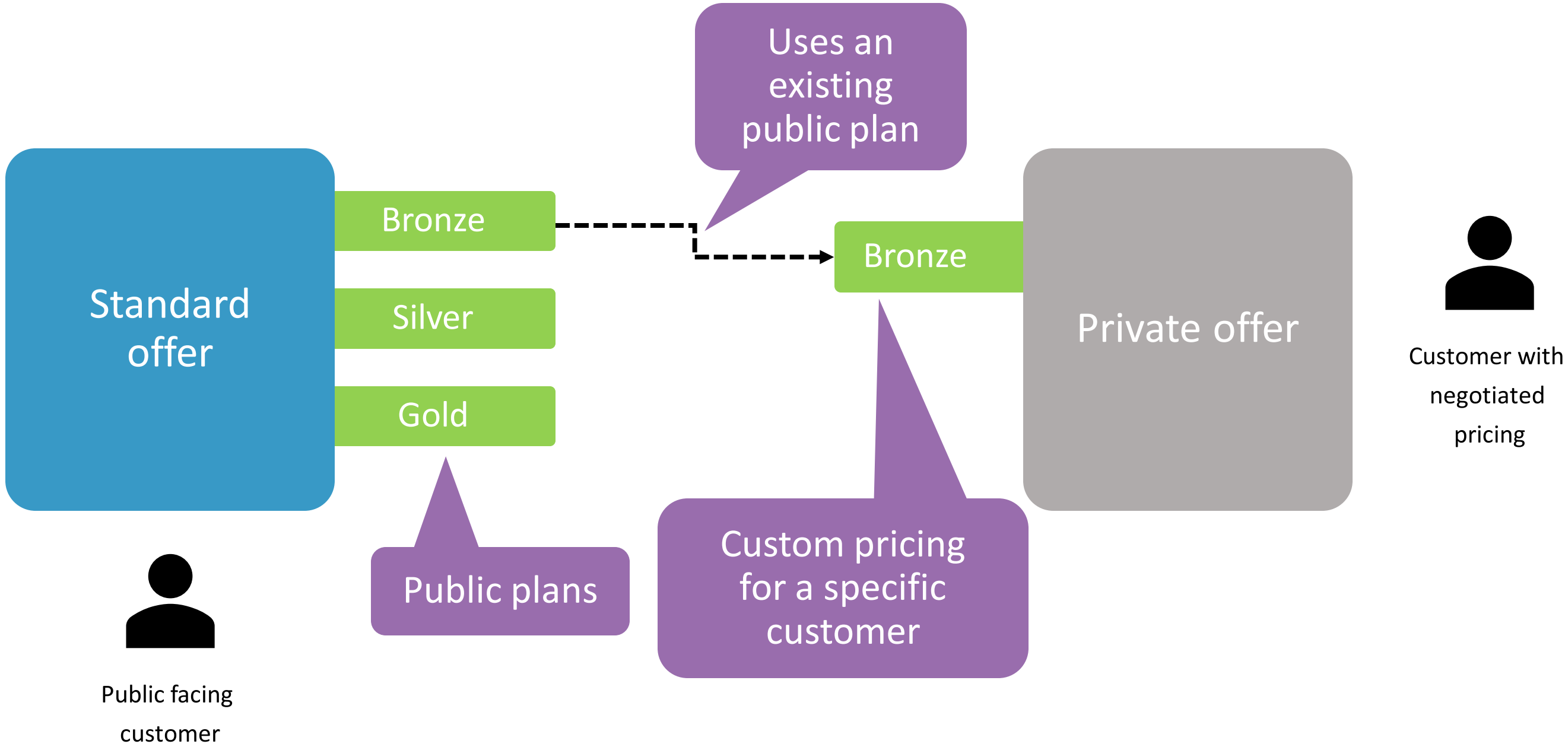
Private offers



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



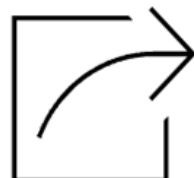
AVAILABLE WITHIN 15 MIN  
OF CREATION

# Seller Private Offer experience



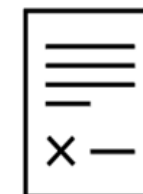
Create private offer

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



Submit private offer

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



Receive payment

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](https://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

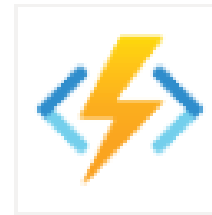
Applicable to these types of billing accounts

- 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

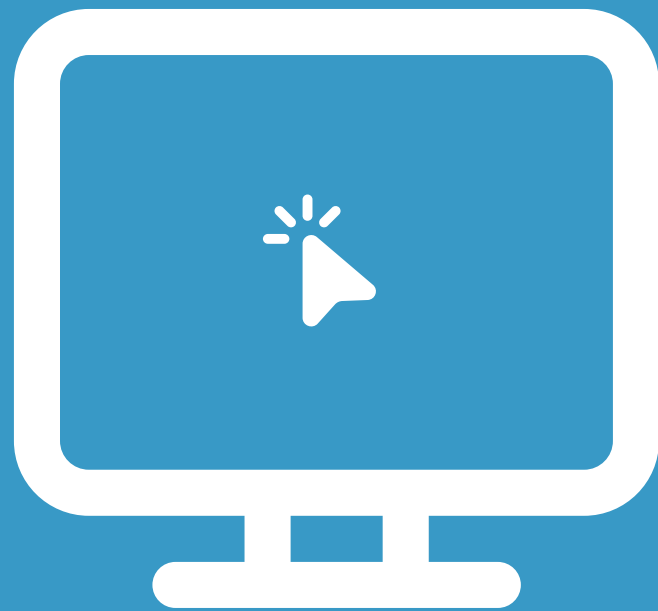
Plan

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](https://aka.ms/PrivateAzureMarketplace)

# Summary

Azure Marketplace overview

Public offers

Private plans

Private offers

MACC eligible offers

The private marketplace