

# Azure Container Offers for Kubernetes Apps Billing Overview

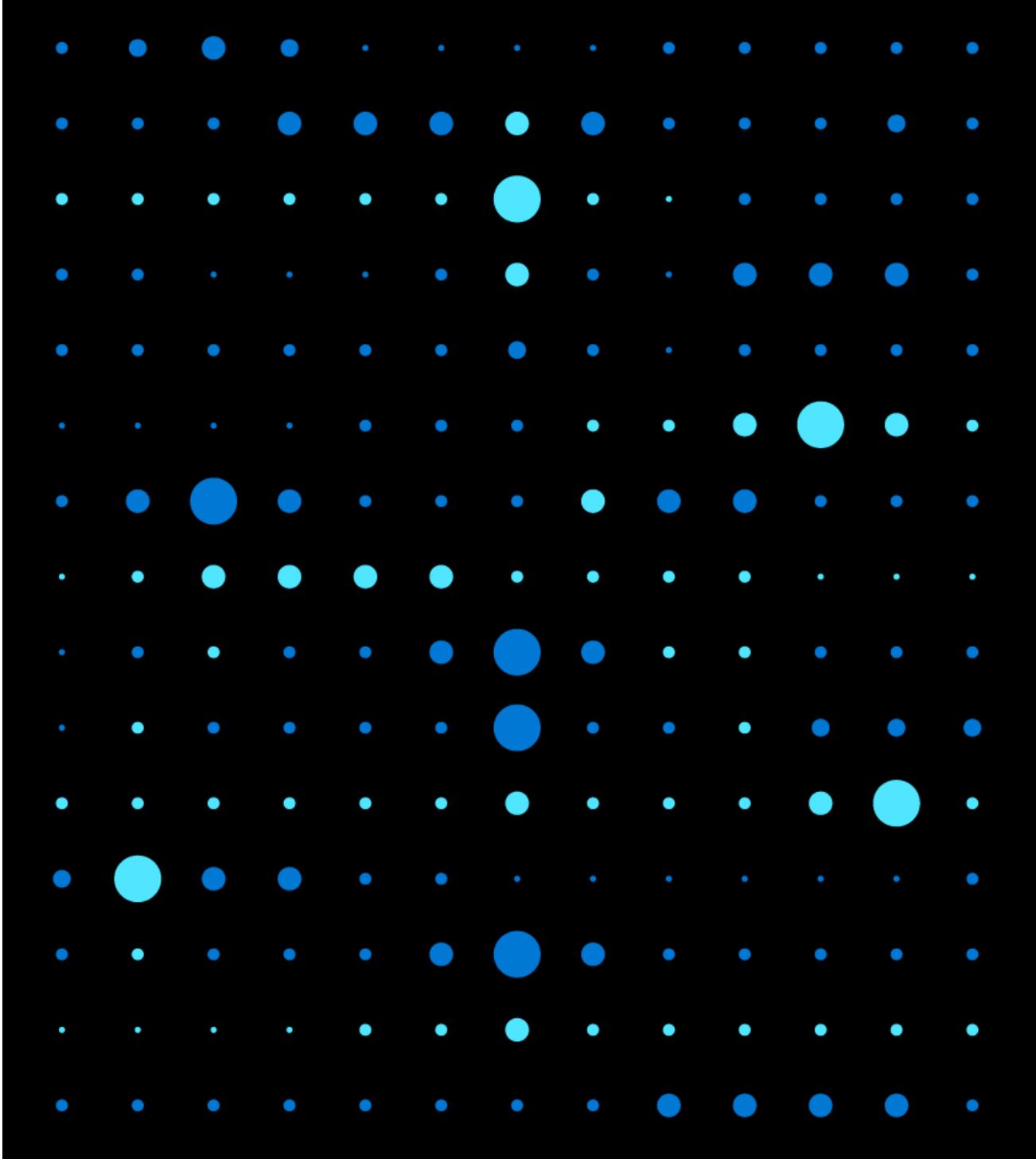
A Mastering the Marketplace Video  
<https://aka.ms/MasteringTheMarketplace>

# Agenda

Transactable offers

Pricing models

Offers and plans





## Transactable offers

A transactable offer is a **deployable** solution **sold** through the Microsoft commercial marketplace

Billed through Microsoft

Microsoft receives 3% of sales

Eligible for go-to-market benefits

## Two licensing models

### Bring Your Own License (BYOL)

Customer pays for Azure resources used

Not transactable

Publisher handles licensing and billing

Not eligible for many marketplace benefits

### Transactable

Customer pays for Azure resources used

Consumption (based on cores used)

Billing occurs through Microsoft

Eligible for marketplace go to market benefits

## Plan pricing models

Billing is based on core usage

- Per core hour
- Per every core in cluster

Pricing may be set per currency and in different markets

- Microsoft does not currently manage currency conversion



# About Container offers and plans



Offers have one or more plans

Each plan may have its own pricing

Plans may each have their own deployments. e.g., Containers

Plans may be private, targeting individual customers

Plans appear as different purchase options for offers in the Azure marketplace

# Summary

Transactable offers are those billed by Microsoft

Offers have plans

Plans have their own pricing and deployment models

Pricing is based on cores used by the customer

