

Mastering the Microsoft Marketplace

Private Offer Overview

ISV to Customer Offers

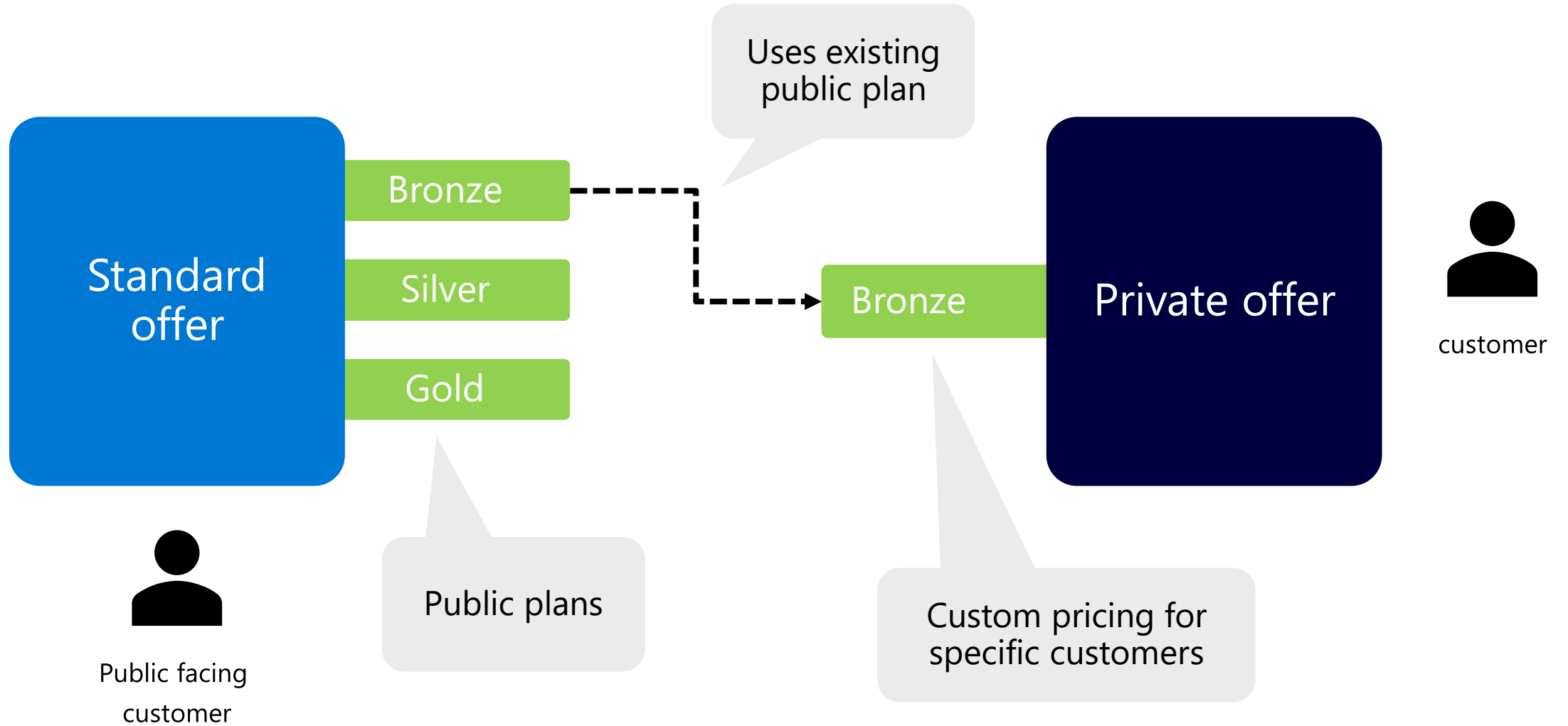
Overview

How private offers work

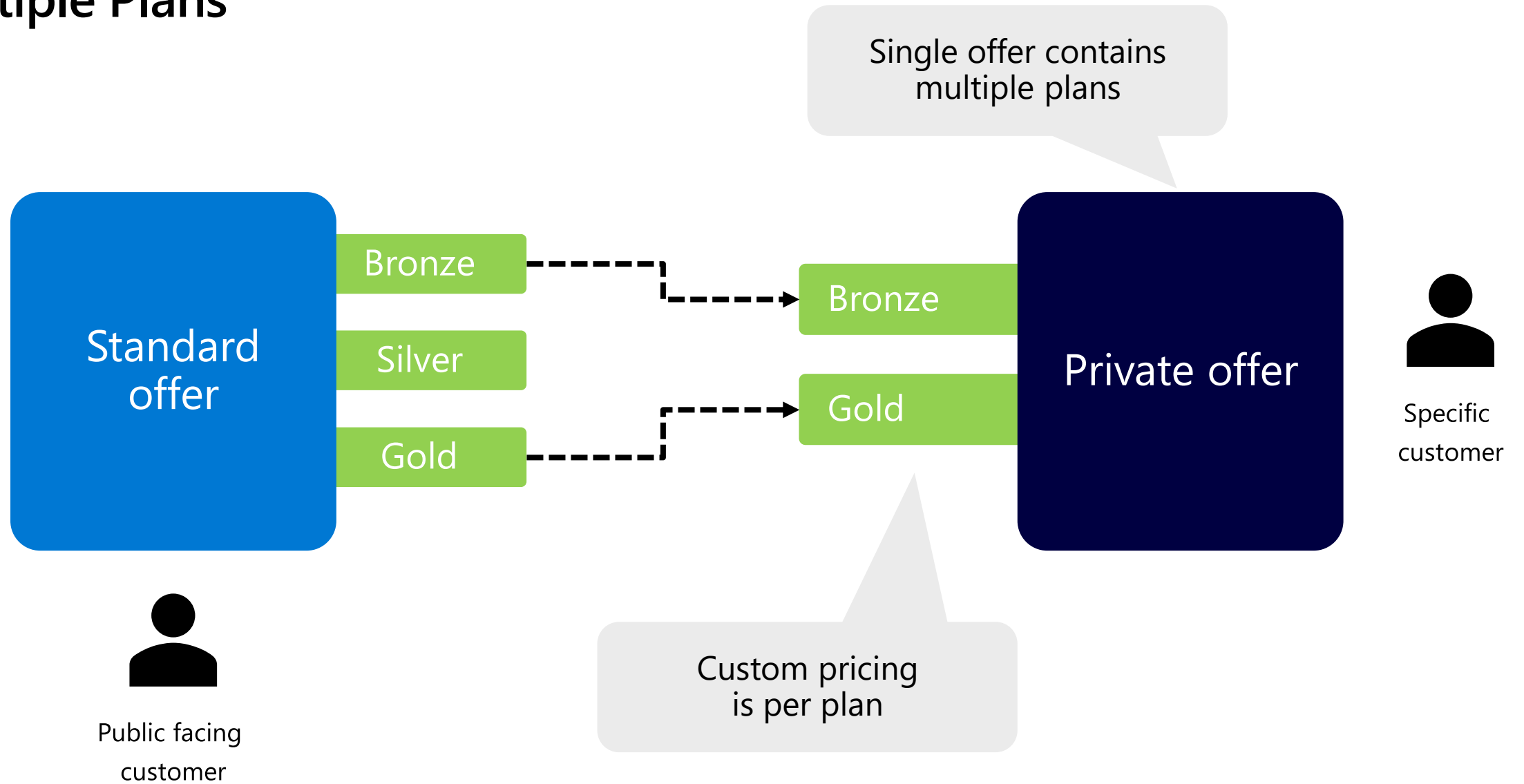
Private offer details

How Private Offers Work

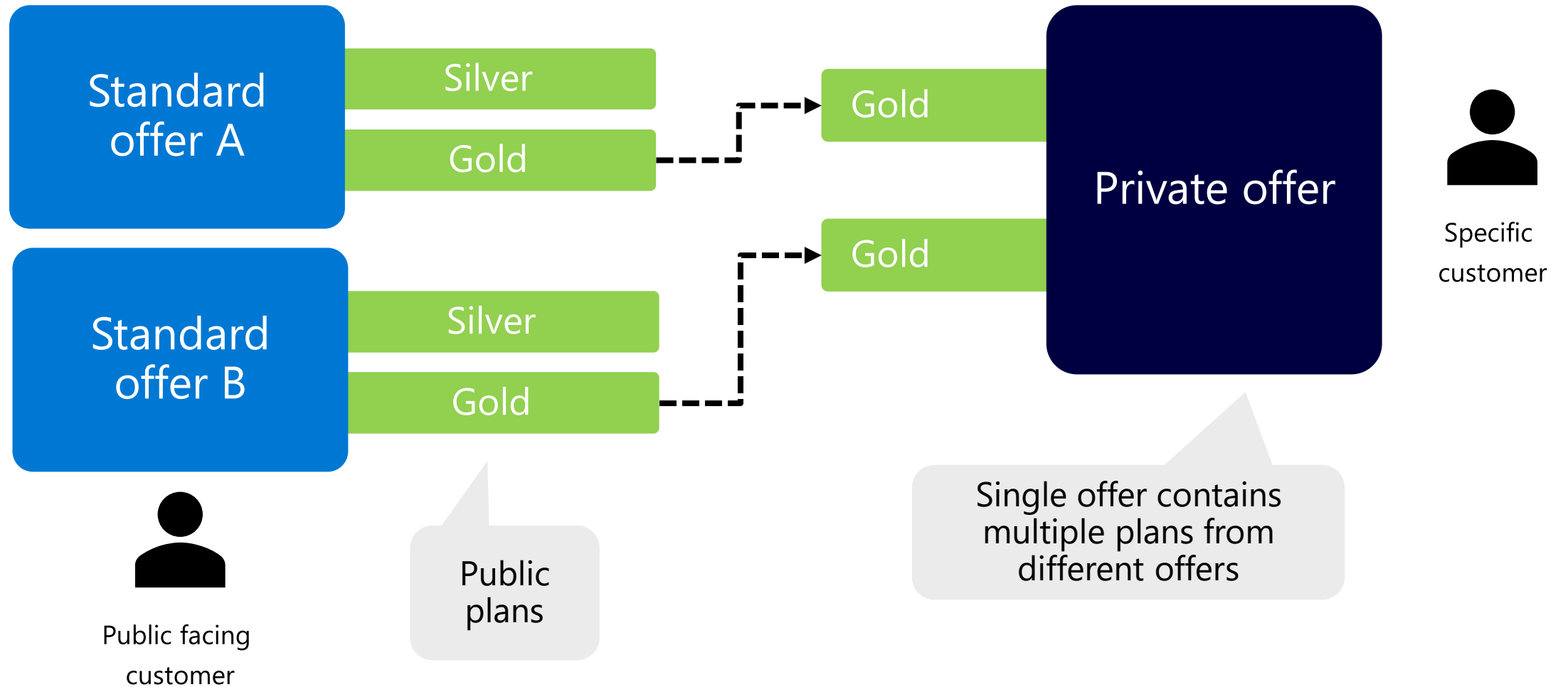
A Single Plan



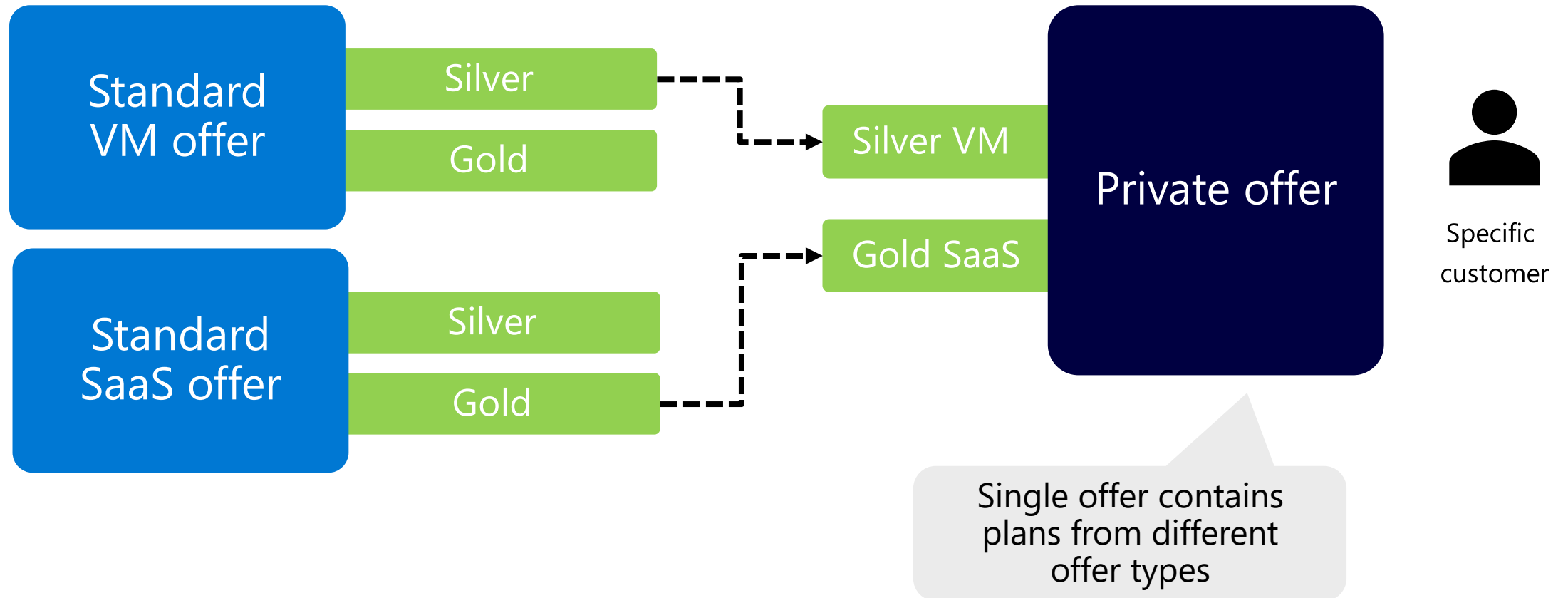
Multiple Plans



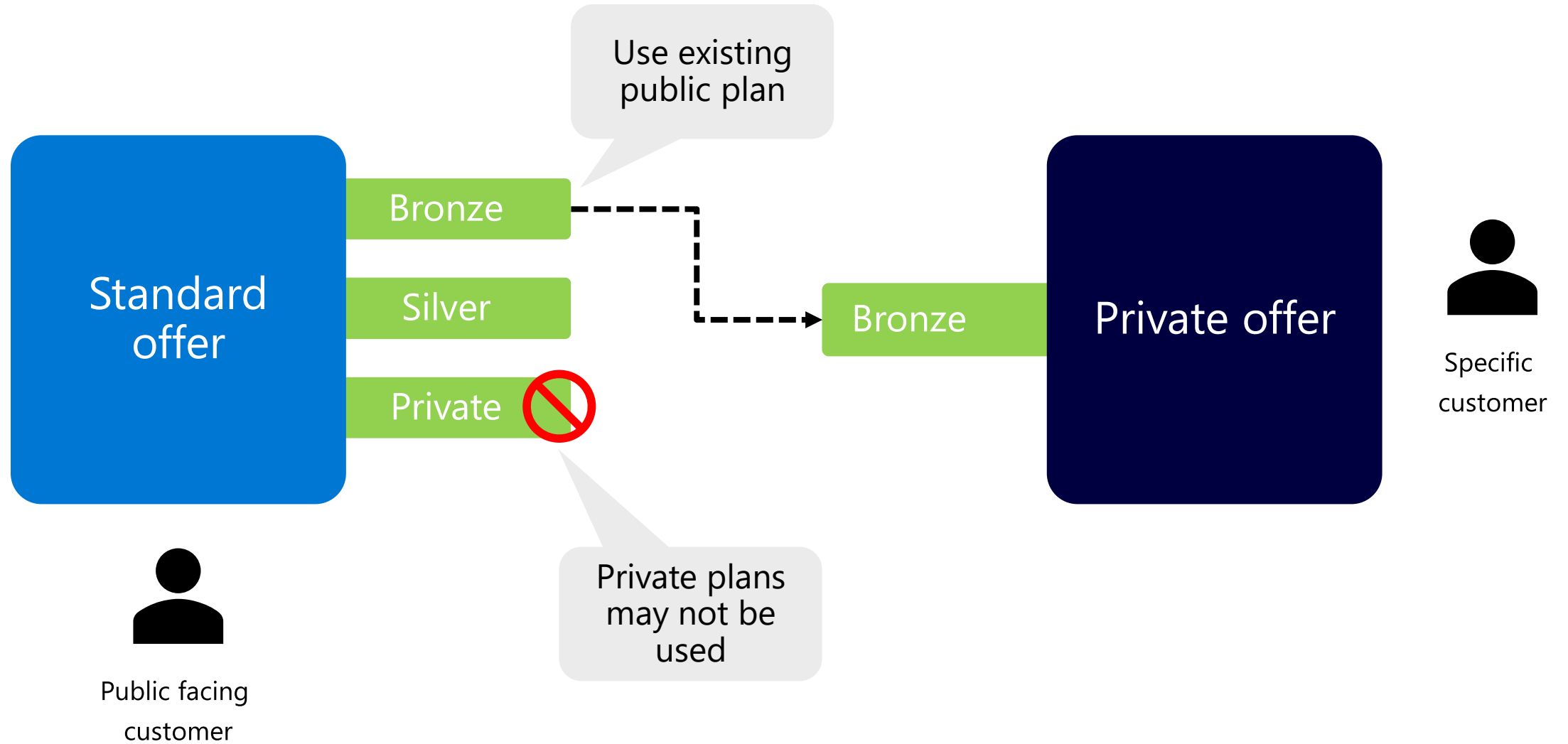
Multiple Plans from Multiple Offers



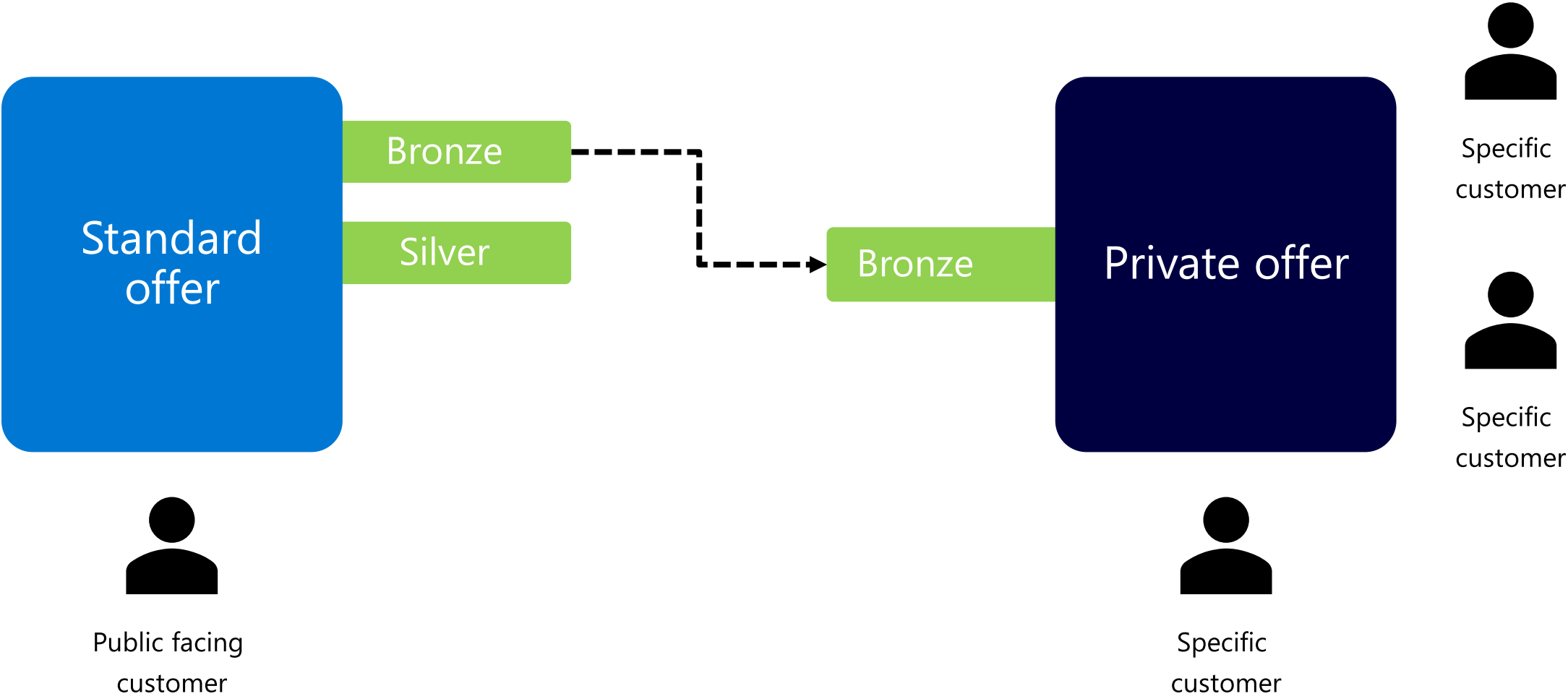
Multiple Plans from Multiple Offer Types



Private Plans Not Applicable



Private Plans Not Applicable



Private Offer Details

Private Offer Flow

1. **Publisher creates private offer**
2. **Publisher assigns customer billing account number**
3. **Private offer is available for purchase**
 1. Procurement accepts the offer
 2. IT department deploys the offer

About Private Offers

For negotiated pricing

Set time-bound discounts with expirations dates

Unlimited private offers

Apply custom terms in PDF

About Private Offers

Published within 15 minutes

Automated email on acceptance or expiration

API available

Centralized dashboard

Insights and analytics

1. Private offer is purchased
2. New pricing negotiated
3. Private offer upgraded
4. Customer purchases with upgraded pricing

Upgrading Existing Private Offers

Summary

How private offers work

Private offer details