

Mastering the Microsoft Marketplace

Private Offers vs. Private Plans

Overview

Private offer and private plan similarities

Private offer primary features

Private plan primary features

Private offer and private plan similarities

Private offers and private plans

Offer custom pricing to a specific customer for your solution

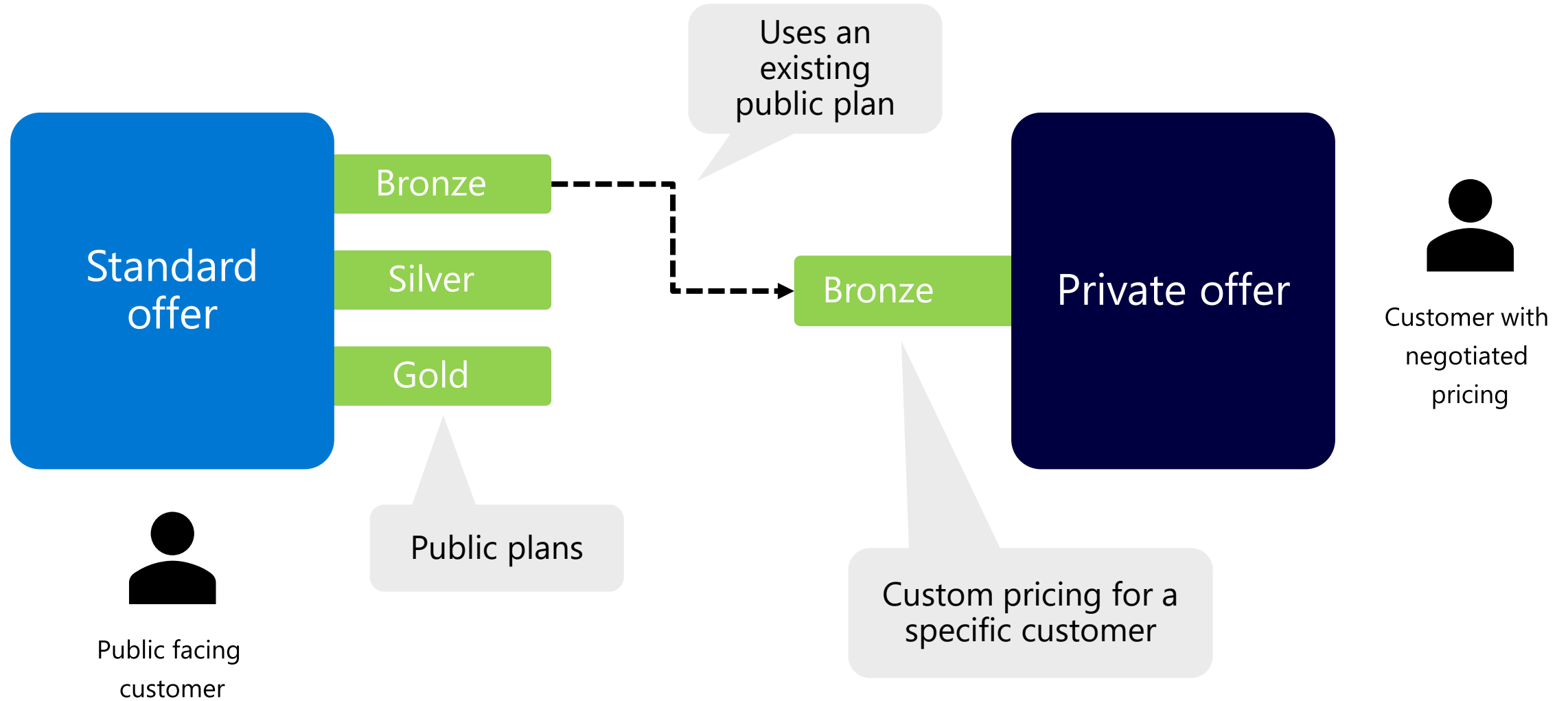
Enable your customers to purchase at a negotiated price point

Visible only to customers you designate

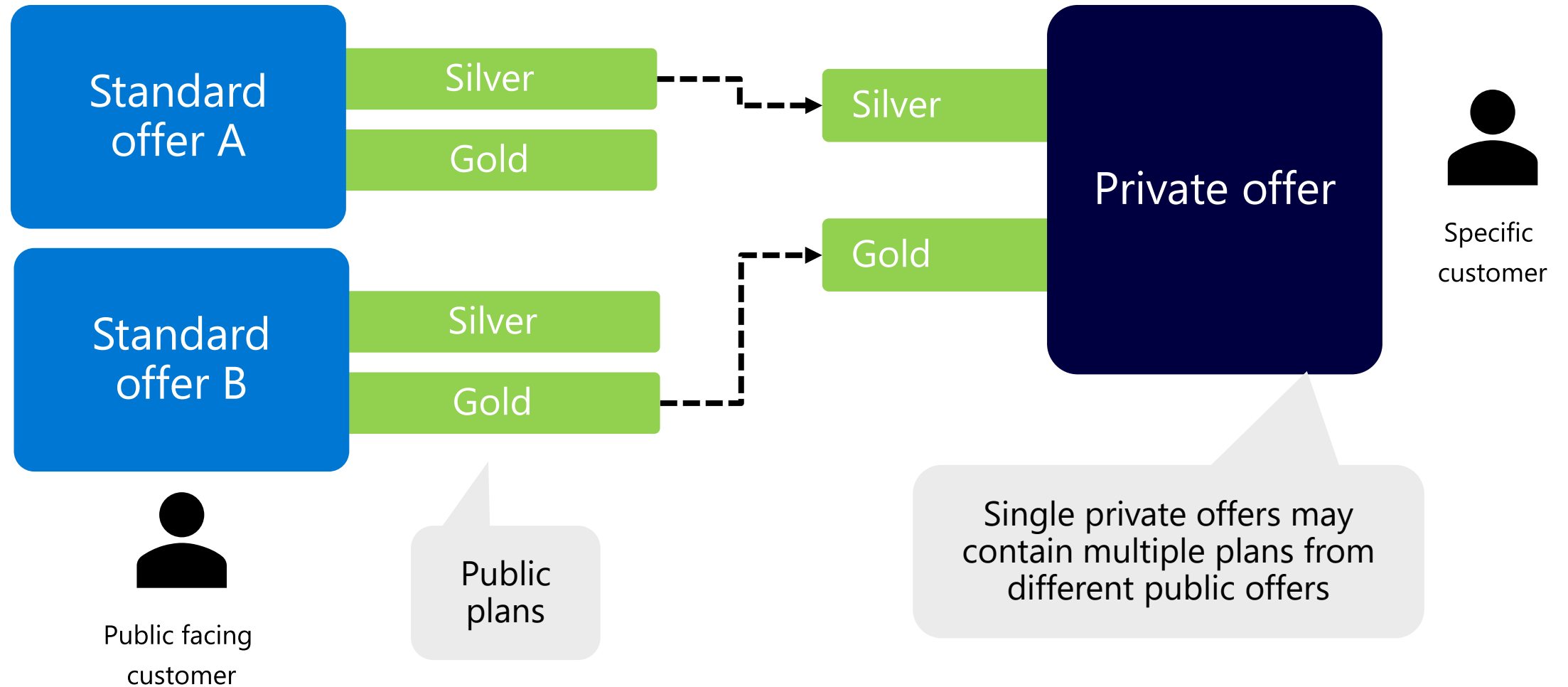
For this conversation private offers are those made to customers, not those involved in the CSP program.

Private offer primary features

Selling a single solution



Selling multiple solutions



About private offers



SUPPORT FOR CUSTOM
TERMS AND CONDITIONS
PER CUSTOMER



BASED ON EXISTING PUBLIC
PLANS



SUPPORTS CUSTOM
TIME-TO-ACCEPT



AVAILABLE WITHIN 15 MIN
AFTER CREATION

About private offers

Depend on published public plans

Publisher receives email notification when the private offer is available and when the customer accepts it

Pricing may be set as absolute value or % discount

Can be applied to previously purchased offers or subscriptions

About private offers

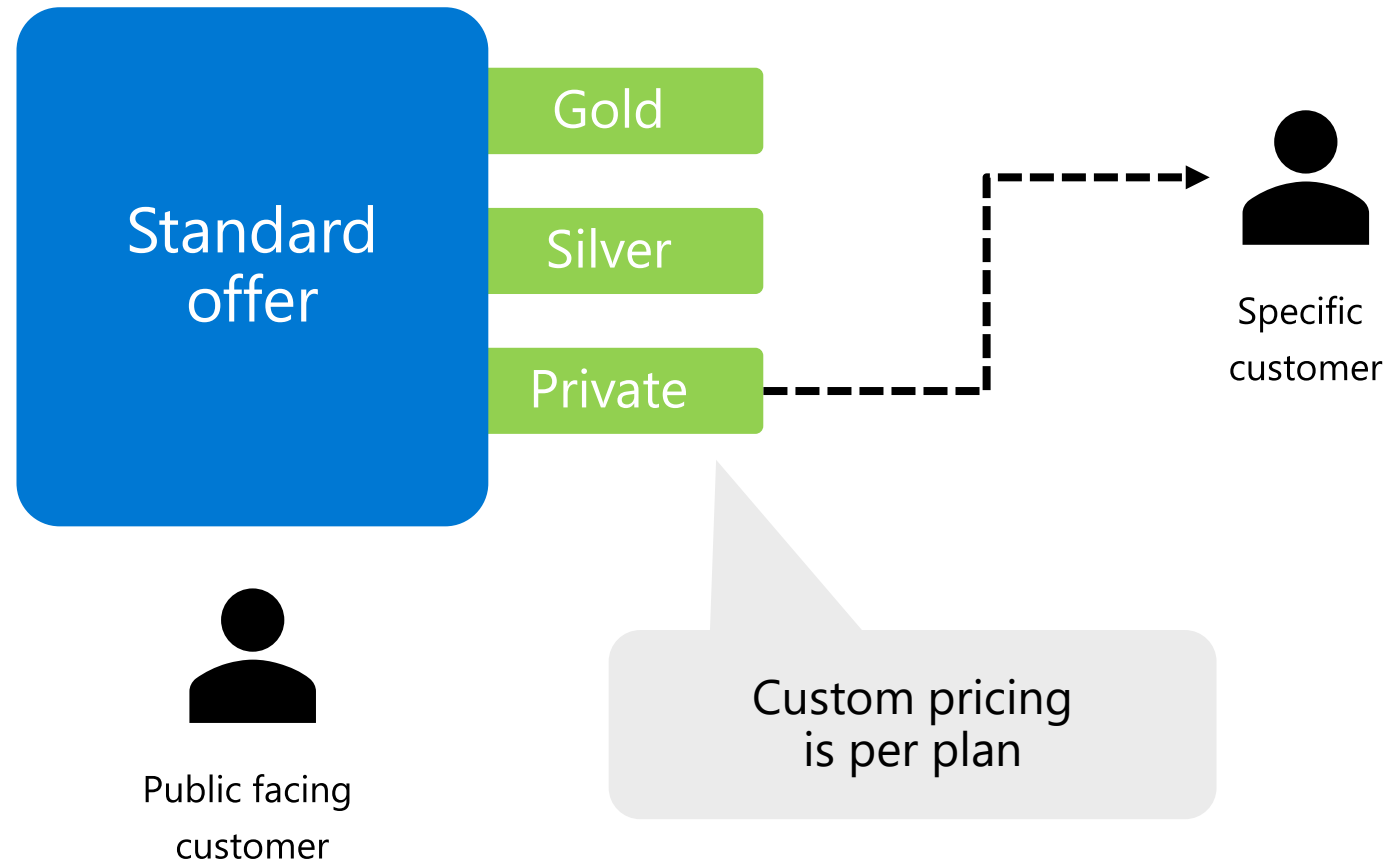
Created after private plans

Publishers send customers a link to the private offer

Customers accept the private offer as part of the purchase workflow

Private plan primary features

Private plan overview



About private plans

Came before private offers

Allows selling a single plan at a discounted rate

Customers find private plans via the marketplace in the Azure portal

About private plans

Do not need a corresponding public plan

When adding one, you must republish the entire offer

No first-class support for custom terms and conditions

- **Include custom language in the plan description**
- **Often includes language of executing a custom contract outside of the marketplace**

Summary

Similarities

Private offer features

Private plan features