

Mastering the Microsoft Marketplace

Cloud Solution Provider program (CSP) Private Offer Overview

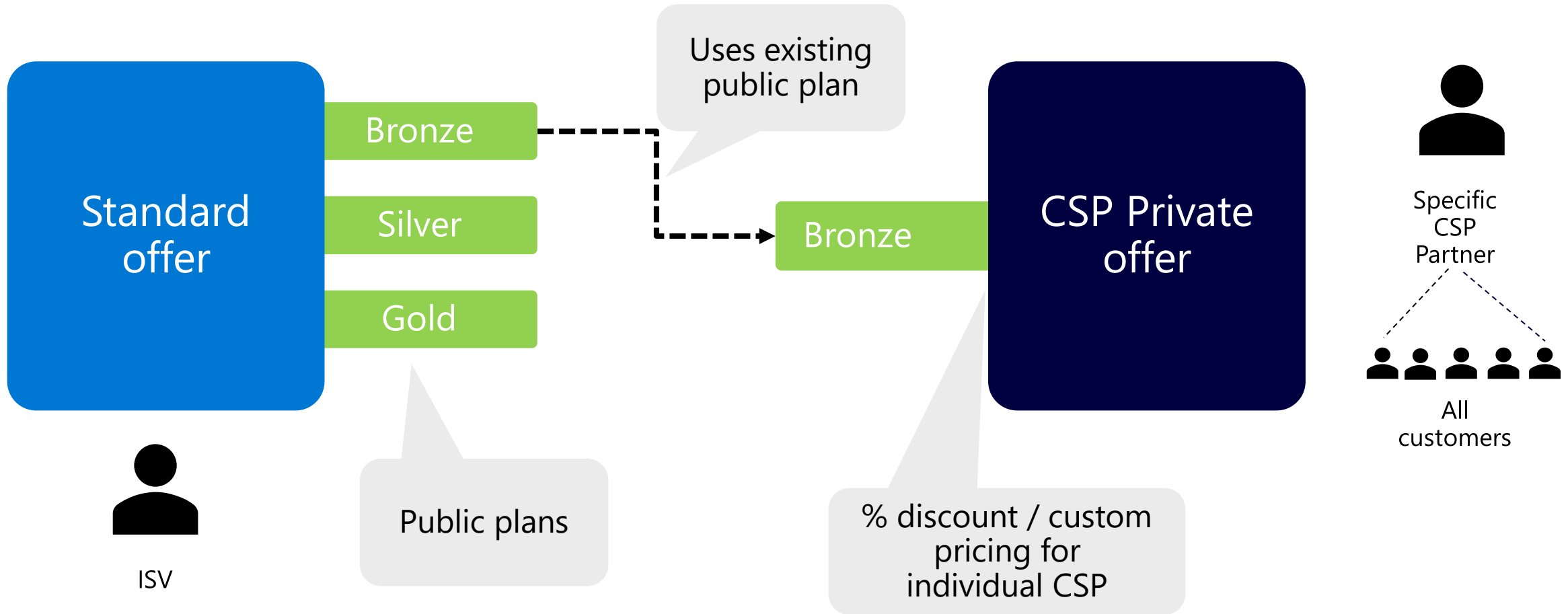
Overview

How CSP private offers work

CSP private offer details

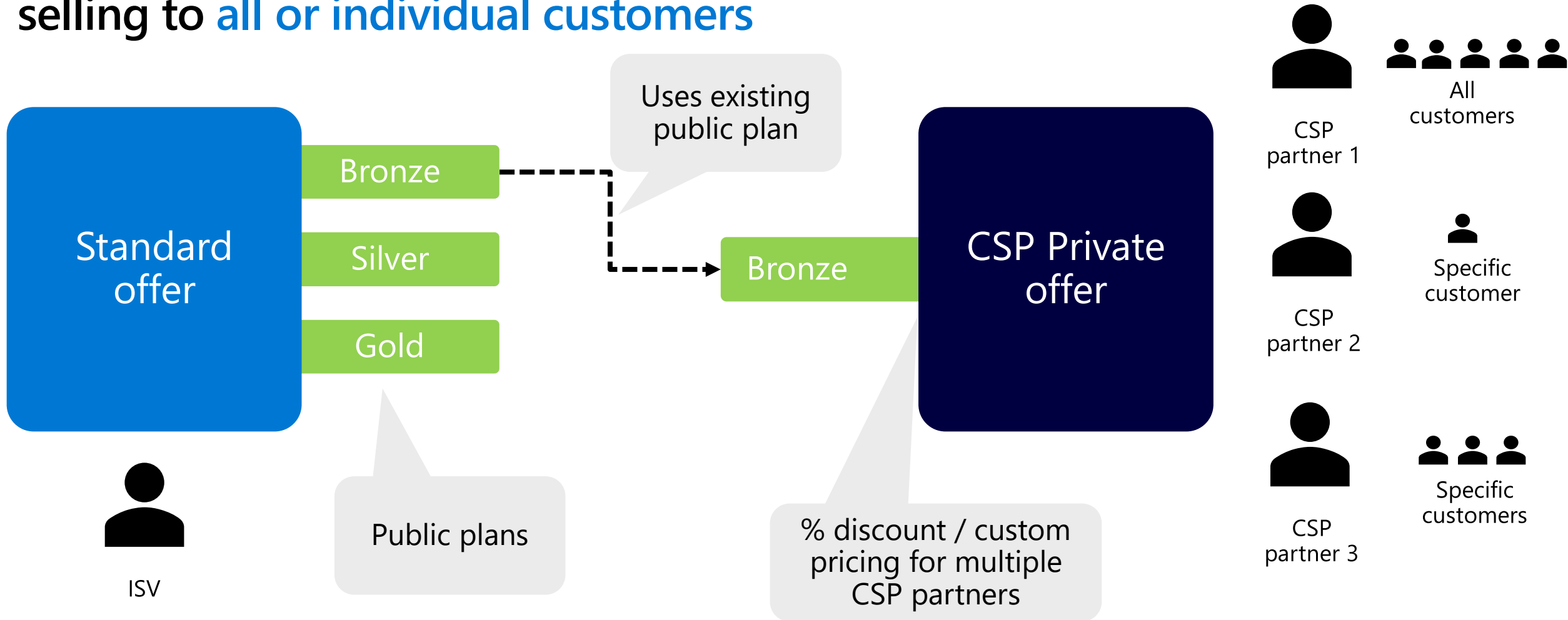
How CSP Private Offers Work

ISV creates private offer to give **individual CSP*** a margin for selling to **all customers**

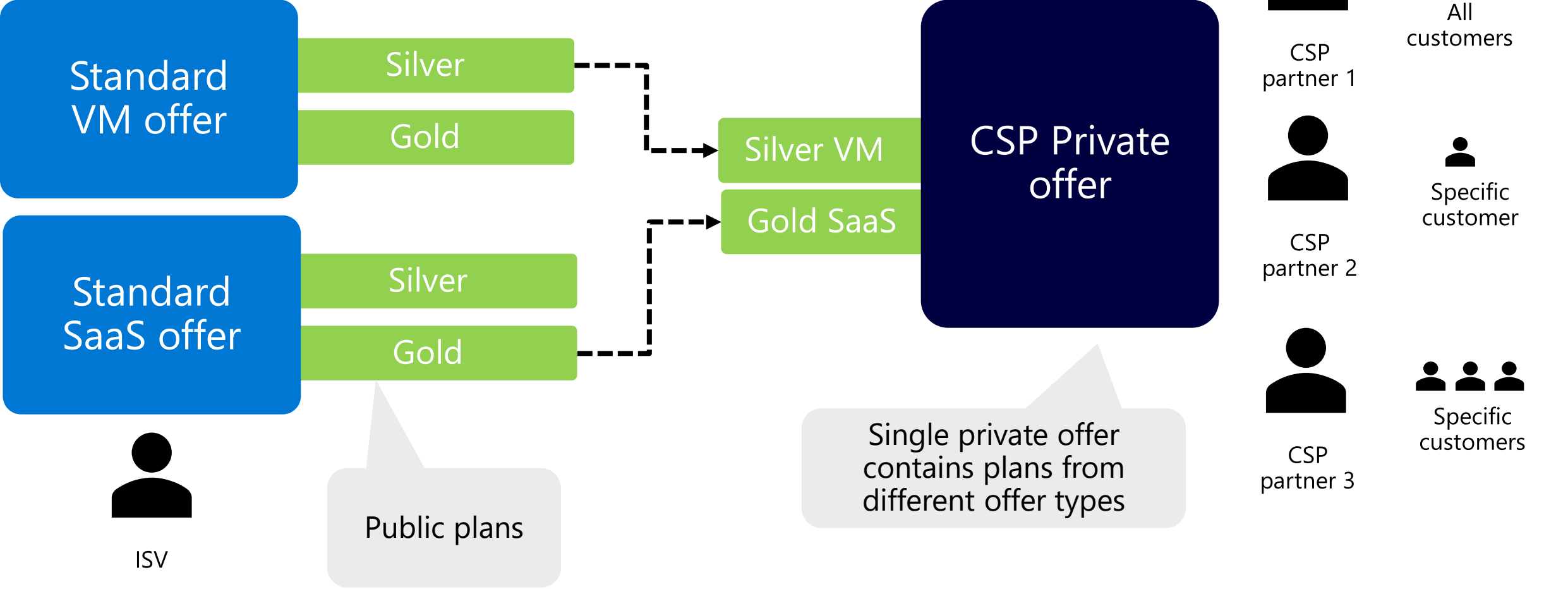


**Private offers can only be extended to Direct bill CSP partners and Indirect Provider partners. Indirect Resellers will need to work with their Indirect Provider to agree on the margin to be passed through*

ISV creates private offer to give **multiple CSP partners same margin** for selling to **all or individual customers**

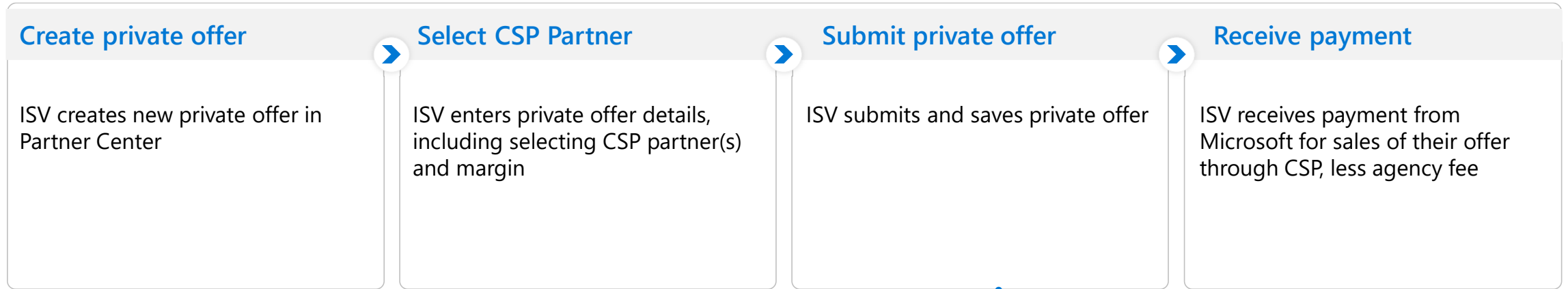


Multiple plans or offers can be included in the Private offer to CSP partners

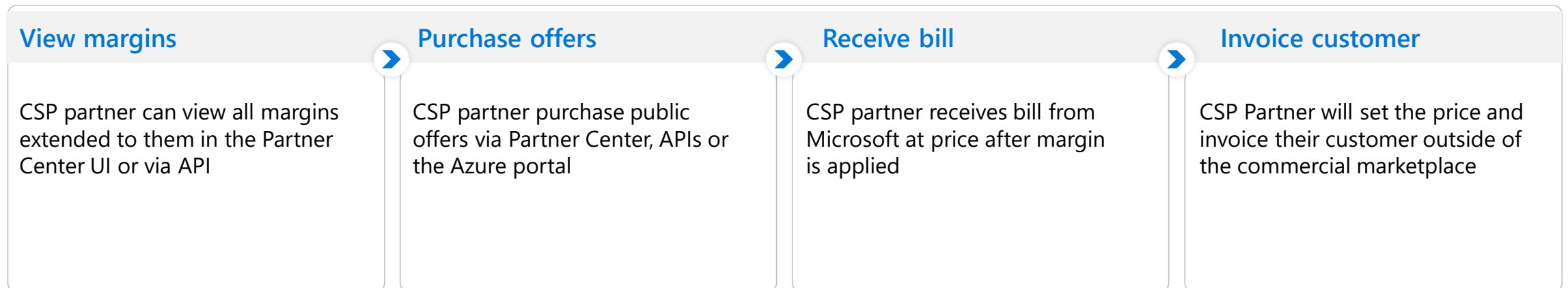


The CSP private offer flow

ISV



CSP



CSP Private Offer Details

About CSP Private Offers

For extending a margin to CSP partners for selling ISV offers

Set time-bound discounts with expiration dates

Add multiple offers/plans to private offer

Add individual or multiple CSP partners

About CSP Private Offers

Extend % discount or custom pricing to the CSP partners

Extend margin for sales to individual customers

Published within 15 minutes

CSP continues to own customer lifecycle

Summary

How CSP private offers work

CSP private offer details

Thank you

<https://aka.ms/MasteringTheMarketplace>