Microsoft Azure

Mastering the Microsoft Commercial Marketplace Technical Series

SaaS Offer Overview

Marketplace Onboarding Engagement and Growth Team

Overview

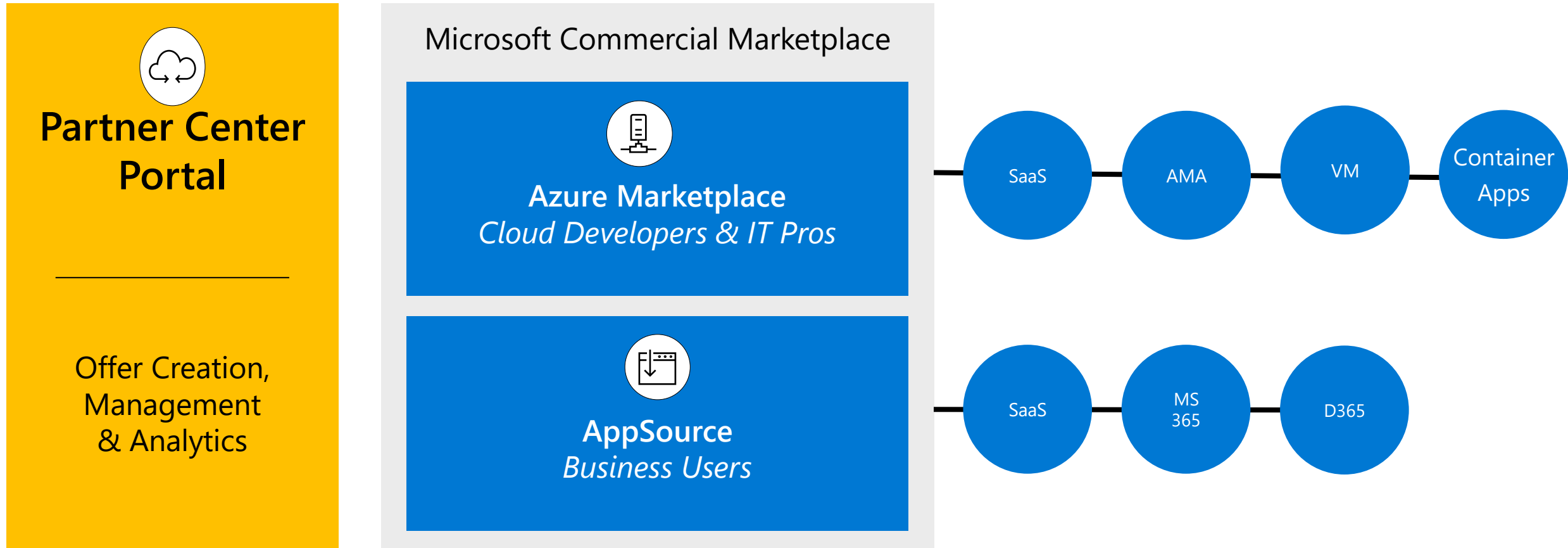The Microsoft Commercial Marketplace Ecosystem

SaaS Offer Creation Process

Pricing Models for SaaS Offers

SaaS Solution Architectures

The Microsoft Commercial Marketplace Ecosystem

The Microsoft Commercial Marketplace Ecosystem

Partner Center Portal

Offer Creation, Management & Analytics

Microsoft Commercial Marketplace

Azure Marketplace
Cloud Developers & IT Pros

AppSource
Business Users

SaaS — AMA — VM — Container Apps

SaaS — MS 365 — D365

SaaS Offer Creation Process

High-level SaaS Offer Publishing Process

Publish status 🔵 Showing details

Automated validation
May 24, 2021, 8:54:13 PM UTC

✅ Offer purchase flow setup (<40 min) ⓘ

✅ Test drive data validation (<30 min) ⓘ

✅ Test drive provisioning (<60 min) ⓘ

✅ Lead management validation and registration (<5 min) ⓘ

✅ Amendment configuration (<3 min) ⓘ

✅ Offer validation (<15 min) ⓘ

Preview creation
May 24, 2021, 8:56:37 PM UTC

✅ Preview creation (<45 min) ⓘ

Publisher signoff
May 24, 2021, 9:00:54 PM UTC

[Go live]

Azure marketplace links:
Azure marketplace preview
Azure portal links:
Azure portal preview

Certification

⚫ Manual validation (<13 hr) ⓘ

Publish

⚫ Offer purchase flow setup (<40 min) ⓘ

⚫ Test drive data validation (<30 min) ⓘ

⚫ Test drive provisioning (<60 min) ⓘ

⚫ Lead management validation and registration (<5 min) ⓘ

⚫ Amendment configuration (<3 min) ⓘ

⚫ Final publish (<45 min) ⓘ

Pricing Models for SaaS Offers

SaaS Pricing Models

Offer	Silver Plan
	Gold Plan
	Platinum Plan

Pricing is per plan

May be flat rate or per user

May be monthly or annual

Usage based pricing (metered)

Infrastructure costs are billed to the publisher

SaaS Solution Architectures

Software as a Service

SaaS

Various SaaS models exist

The solution lives in the publisher's Azure subscription

Your SaaS deployment model is up to you

Some Common SaaS Deployment Architectures
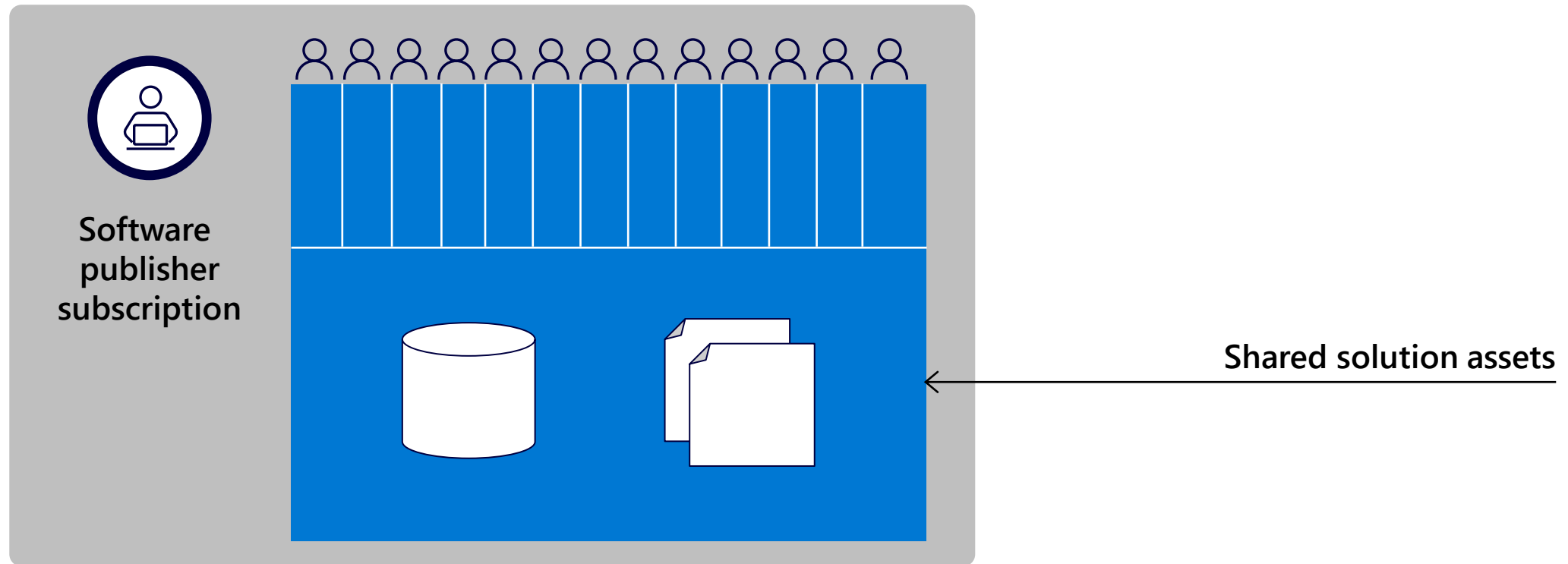
Everything is shared for all customers
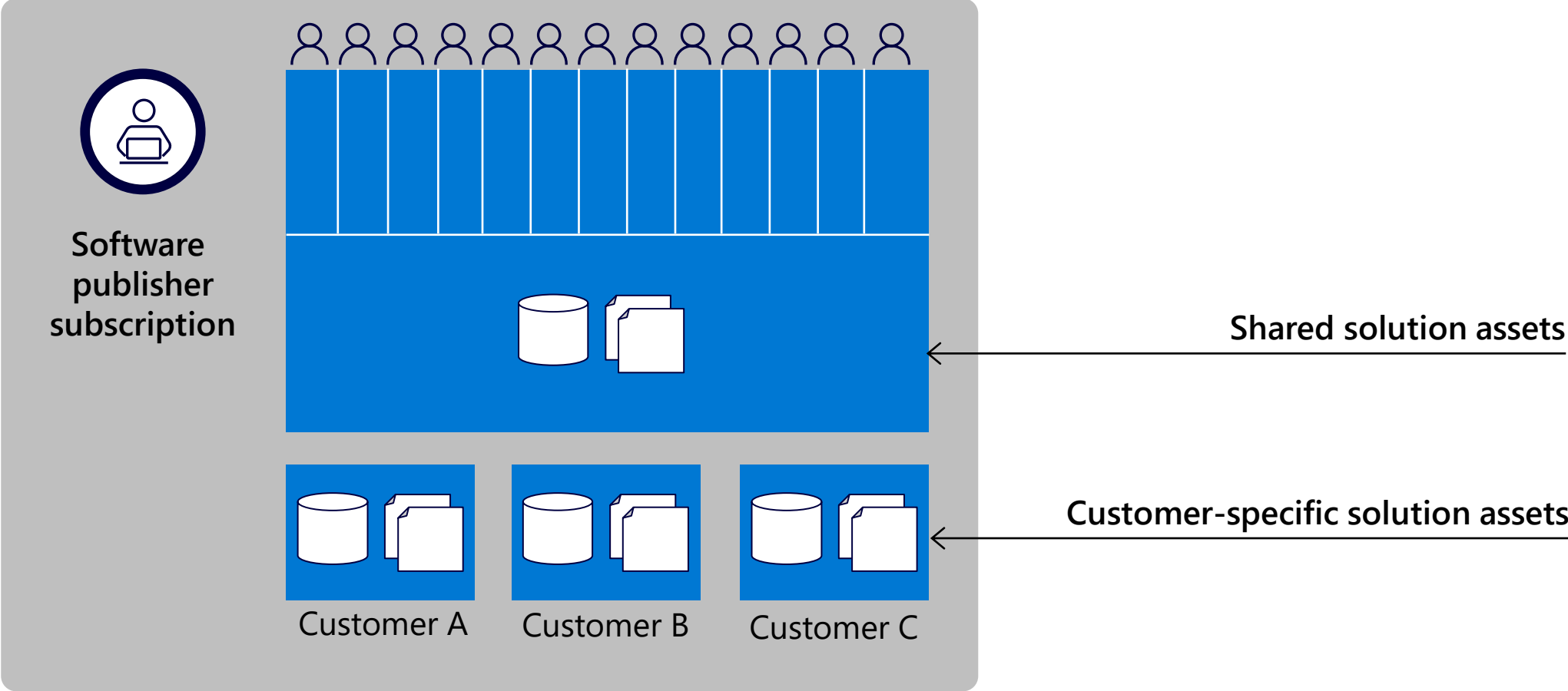
Per-customer solution assets

Per-customer deployment
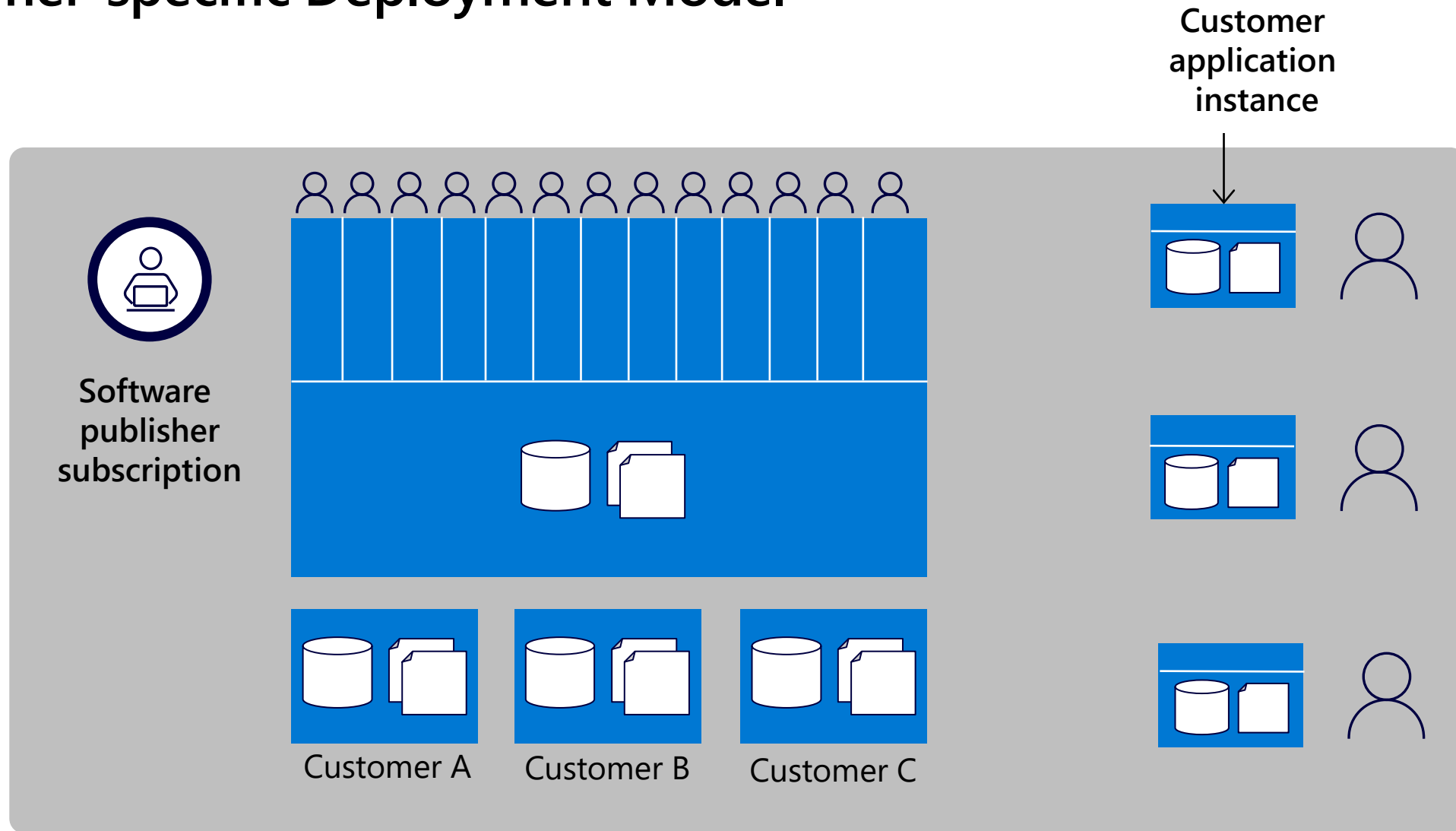
Multi-tenant Solution – Everything is Shared

Software publisher subscription

Shared solution assets

Multi-tenant With Customer-specific Solution Assets

Software publisher subscription

Shared solution assets

Customer-specific solution assets

Customer A   Customer B   Customer C

Customer-specific Deployment Model

Customer application instance

Software publisher subscription

Customer A   Customer B   Customer C

Summary

Microsoft Commercial Marketplace

Creating Your Offer

Pricing SaaS Offers

SaaS Application Architectures

Thank you