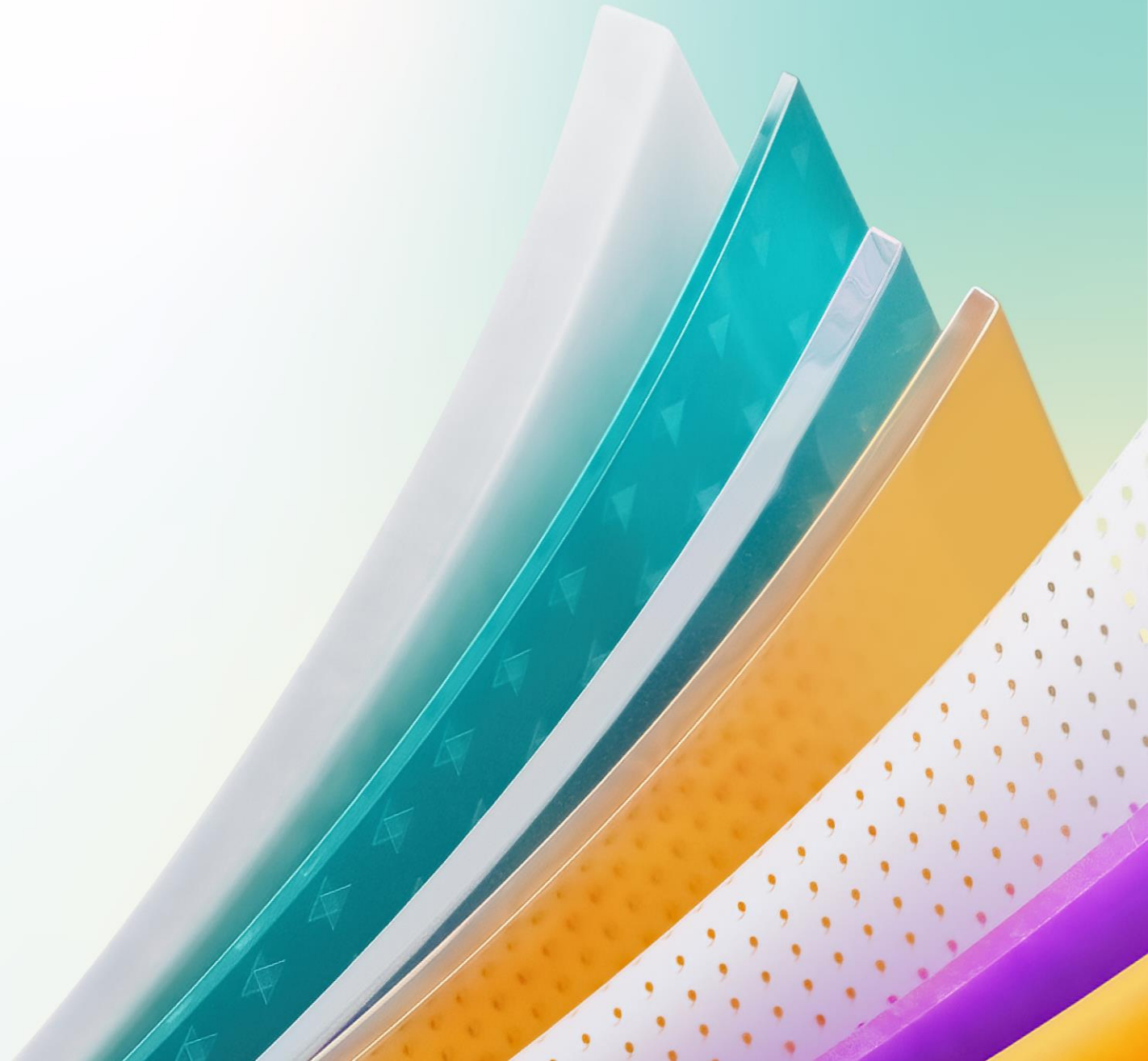




Microsoft Inspire





Accelerate - Marketplace Opportunity

Speakers

Dominik Bergmann – Partner Development Manager

Patrick Melchner – Partner Solution Architect

In the chat

Edwin Huber – Partner Solution Architect



Agenda

WHY customers love the Azure Marketplace

WHAT you can do with the marketplace as a partner

HOW you can benefit from the momentum now

Sales momentum

\$1B

in sales on our
marketplace

A new co-sell deal
is made every

7.5 minutes

70,000

deals successfully
landed

\$30B

in sales on partner and
Microsoft-led co-sell

Marketplace Procurement is Enterprise Ready!

“Marketplaces for SaaS sourcing help alleviate issues (such as **SaaS Sprawl, excessive cost and security risks**) while still supporting business-led purchasing, which contributes to **increased business agility, better business outcomes, and improved employee experience.**”

FORRESTER®

The commercial marketplace value for customers



Increase efficiency



Buy confidently



Spend smarter

Marketplace:

The most partner-focused business platform



Pre-committed cloud spend



Accelerating deals through automated deployment engine



Access to Microsoft customers



Empowering the ecosystem

All Partners have a role to play in Microsoft commercial marketplace

ISVs

Distributors

Hosted Solution Provider

Licensing Solution Providers

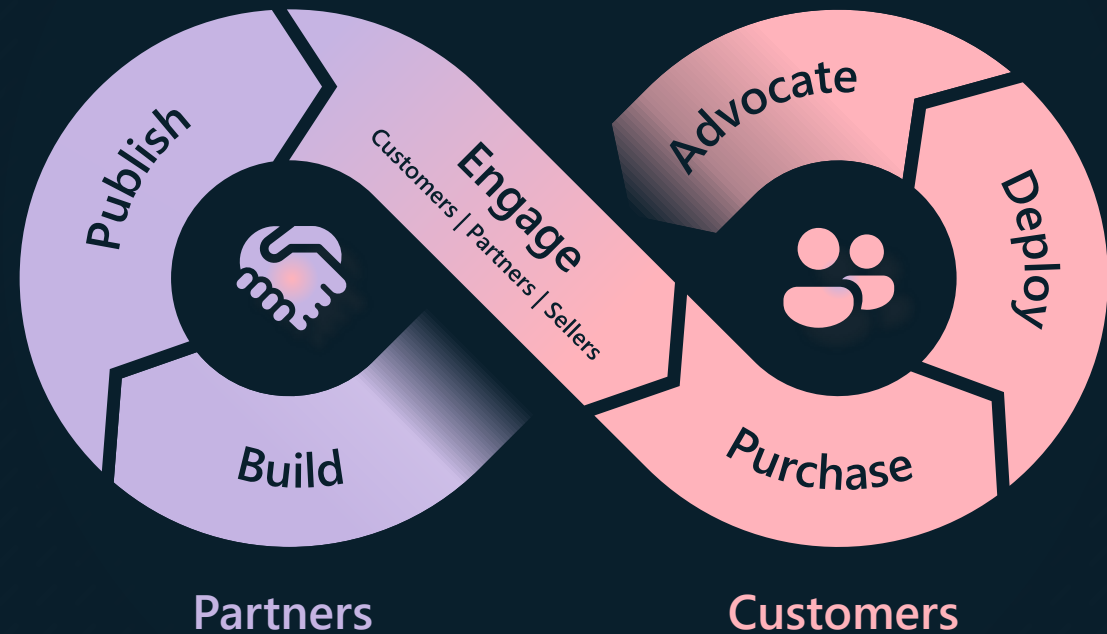
Managed Services Provider

Systems Integrators (SI/NSI/GSI)

Telco Providers

Value Added Resellers

Commercial marketplace

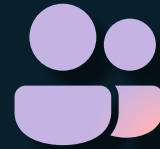


The marketplace:

How we go-to-market, together



Aligning
sellers



Activate the
ecosystem



Access
customers

The digital storefronts



Microsoft AppSource

Pintr PriceSynergy.IO Lawtoolbox

Azure Marketplace

Red Hat McAfee NetApp

Here are a few partners you'll find

Partner Offer Types

Partners have a **wide range of delivery models** to design their offers with flexibility. These offers are spread across the two storefronts, Azure Marketplace and AppSource. Some eligible offers are available in both storefronts.



Azure Marketplace

- Azure Virtual Machine
- Azure Application
- Managed Application
- Azure Containers
- IoT Edge Module
- Managed Service
- Kubernetes Offer
- ...

AppSource

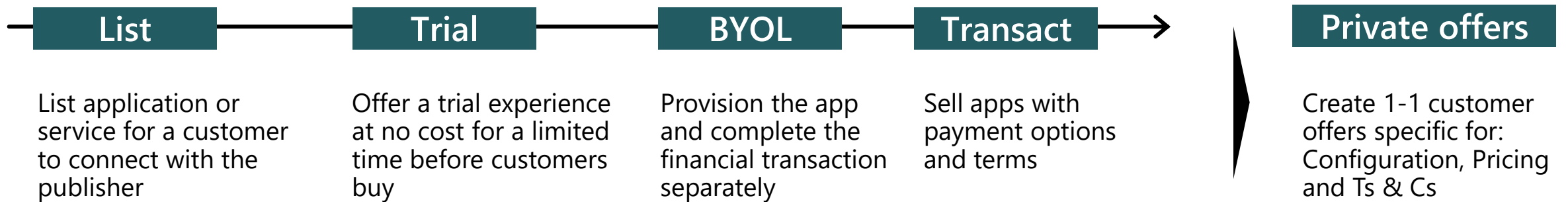
- Power BI Apps
- Dynamics 365 Business Central
- Dynamics 365 apps on Dataverse and Power Apps
- Dynamics 365 Operations Apps
- Office Add-Ins
- SharePoint
- Power BI Visuals
- Teams Apps
- ...

Azure Marketplace and AppSource

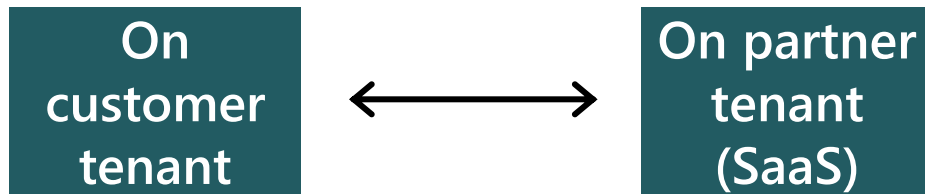
- Consulting Service
- Software-as-a-Service

3 Main choices for publishers on marketplace:

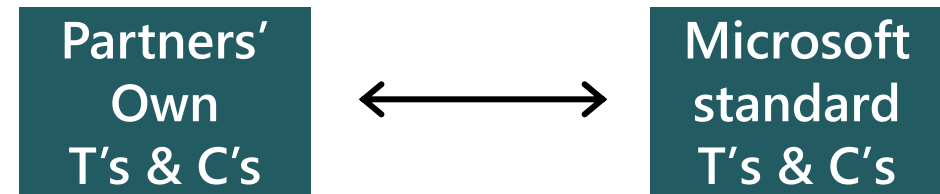
the offer type:






the technical deployment:



the customer agreement:



Monetization Examples

	Virtual Machine 	Azure Apps (Multi-VM) 	SaaS App 
Billing Cycle	Monthly *	Monthly *	Monthly or Annual *
Pricing Model	Consumption per core/per hour	Managed Apps: optional flat rate Both: Leverage VM pricing	Flat-rate Per-user Consumption-based
Trial Options	1-month or 3-months	Leverages VM pricing	1-month

* Some of our Enterprise Customers have quarterly billing option

Private offers = max flexibility

	Private Offers*	Private plans
Latency	< 15 mins	8+ hrs.
Limits	Unlimited	49 plans/product
Customized terms	✓	✗
Discount duration	✓	✗
Bundling	✓	✗
Pricing	At Organization level	At Azure sub/tenant level
CSP support	✓	✗
Email notifications	✓	✗
Analytics	✓	✗
Gov cloud	✗	✓
Customized images	✗	✓
Appsource	✗	✓

Private offers lets ISVs transact private deals with customers in the marketplace. It supports new capabilities and addresses limitations associated with private plans.

Use private offers feature to:

- Create a private deal with more than up to ten offers/plans; for example, SaaS and virtual machine.
- Give a time-bound discount for consumption-based (VM) offers.
- Give a deal at the customer organization level (using billing account) instead of the customer tenant or subscription level.
- Specify custom terms and conditions associated with the private deal with a simple PDF upload.
- Close the private deal within 15 minutes.
- Specify an expiration date (accept by) date to help close the private deal with the customer.

Announcing

Marketplace Workshops

Marketplace On-boarding Workshop

August 2nd
1:00 – 3:30 pm

September 14th
1:00 – 3:30 pm

Technical Workshop for SaaS Apps

September 20th
10:00 am – 4:00 pm

Workshops for other
offer types tba

For registration, please reach out to:

mpworkshop@microsoft.com

Announcing

Changes

Announcing

Co-sell changes

Azure IP co-sell now requires a transactable marketplace solution, so we can go to market better, together

Announcing

Marketplace incentives

Get incentives for selling on the marketplace with published, transactable solutions. And as you sell more, you can earn additional incentives.

aka.ms/marketplace-incentives

Available now

Multiparty private offers

Empowering the partner ecosystem to
sell together while unlocking customer
cloud consumption benefits

For US customers

The value of multiparty private offers

For customers



Maximize cloud investments and simplify sales process

For ISV partners



Scale instantly



Deal flexibility

For selling partners



Expand service offerings



Maintain and grow customer relationships

Mastering the marketplace resources



Webinars

aka.ms/MTMwebinars

Live and on-demand business and technical webinars across your entire marketplace journey



Workshops

aka.ms/MTMworkshops

Instructor-led, deep-dive training on essential marketplace topics, to grow your understanding and expertise



Office Hours

aka.ms/MTMofficehours

Q&A opportunity with commercial marketplace subject matter experts to assist you and share best practices



Technical accelerators

aka.ms/MTMaccelerate

Key enablement tools and building blocks to accelerate your marketplace technical implementation needs



Marketplace community

aka.ms/MTMaccelerate

Key enablement tools and building blocks to accelerate your marketplace technical implementation needs

aka.ms/MTMlearning



Thank you!