



Modern Procurement Start Now

Wie können Kunden sofort profitieren?

Dominik Bergmann

&

Patrick Melchner

Partner Development Manager

&

Partner Technology Strategist



AGENDA

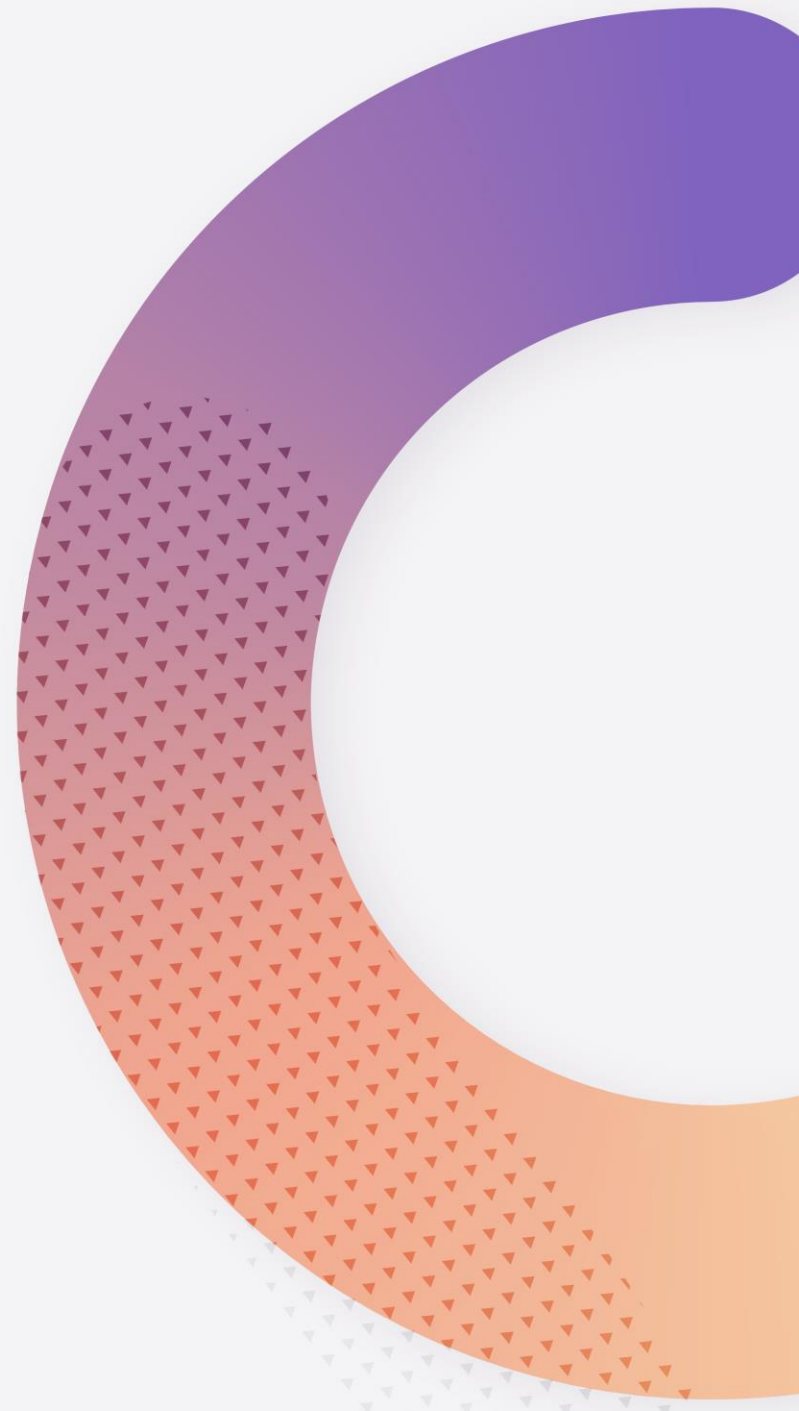
CLICK TO EDIT

- 1 WHY is the Microsoft Commercial Marketplace important to you?
- 2 WHAT can you do with the Microsoft Commercial Marketplace?
- 3 HOW can you start?



WHY is the Microsoft
Commercial Marketplace
important to you?

**The commercial marketplace is
the easiest way to find, buy, and
manage the right solutions for your
changing needs**



Cloud marketplace growth

84% CAGR
by 2025*



Companies need more cloud solutions than ever before

As the cloud is embedded into every aspect of business, companies need to simplify and streamline their cloud portfolio.

Customer adoption of cloud marketplaces is increasing as organizations look to support their organization with the tools they need while efficiently managing investments.

*Ref: [Canalys](#)

Spend smart and move fast



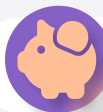
Increase efficiency

- Access a **catalog** of solutions across data and AI, security, infrastructure, app innovation, business applications, and modern work
- Purchase directly through Microsoft, **one trusted source**, to simplify billing
- **Streamline legal procurement** through contract amendments



Buy confidently

- Purchase **vetted solutions** that run seamlessly on Azure
- Deploy solutions that follow policies to ensure **security, compliance, and functionality**
- Use private offers to get **customized terms** and negotiated off-the shelf pricing



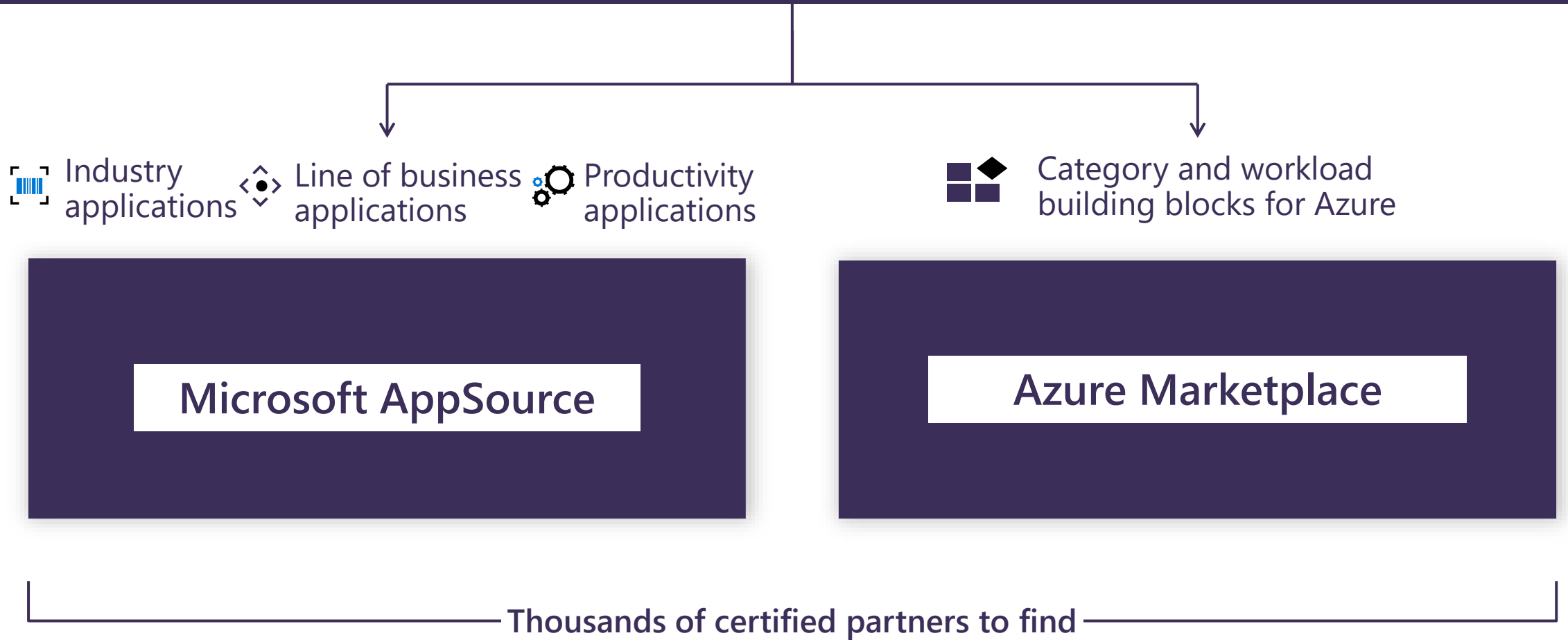
Spend smarter

- Meet your **consumption commitment** when you buy Azure benefit eligible solutions
- **Govern and control** using private Azure Marketplace
- Save with multi-year deals and attain flexible payments with **one invoice**



WHAT can you do with the
Microsoft Commercial
Marketplace?

The digital storefronts



How does Microsoft's Marketplace look like for you

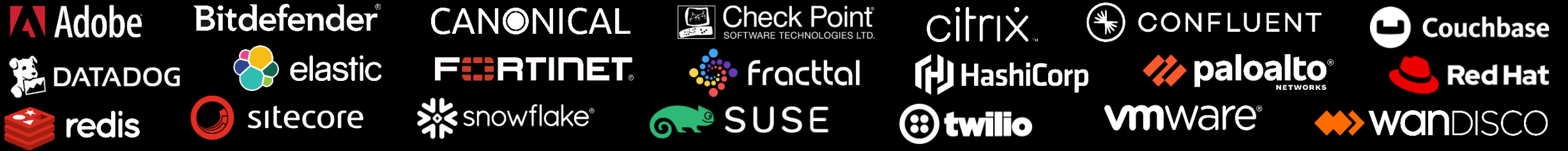
Microsoft Azure Marketplace

The screenshot shows the Microsoft Azure Marketplace interface. At the top, there's a navigation bar with "Microsoft Azure" and a breadcrumb "Home > Create a resource > Marketplace". A search bar is present with the text "Search the Marketplace". Below the search bar, there are filters for "Pricing: All" and "Operating System". A checkbox for "Azure benefit eligible only" is checked. The main content area displays "Showing All Results." and "Showing 1 to 20 of 1049 results." There are six service cards visible, each with an icon, a title, a provider (Microsoft or Azure Service), a brief description, and a "Create" button with a heart icon. The cards are: SQL Database, Web App, Virtual network, Container Registry, Snapshot, and Data Factory. On the left side, there is a sidebar with navigation options: "Get Started", "Service Providers", "Management", "Private Marketplace", "My Marketplace", "Favorites", "Recently created", and "Categories". The "Categories" section lists various categories with their respective counts: AI + Machine Learning (183), Analytics (287), Blockchain (11), Compute (176), Containers (3), Databases (81), Developer Tools (53), DevOps (20), Identity (30), Integration (8), Internet of Things (57), IT & Management Tools (241), Media (19), Migration (19), Mixed Reality (8), Monitoring & Diagnostics (19), Networking (117), Security (202), Storage (79), and Web (62). At the bottom of the main content area, there are "Previous", "Page 1 of 53", and "Next" navigation links.

Microsoft AppSource – destination for business apps

The screenshot shows the Microsoft AppSource homepage. At the top, there's a navigation bar with "Microsoft | AppSource" and links for "Apps", "Consulting Services", "Industry Clouds", and "Partners". A search bar is on the right. Below the navigation bar, there's a large banner with a background of colorful icons representing various business functions. The banner text reads: "Get the right app for your business needs" and "Find solutions that enable innovation, drive business outcomes, and help you get more done with what you already have." Below the banner, there's a call to action: "Explore business solutions now" with a "See all apps" button. Underneath, there's a grid of category buttons: AI + Machine Learning, Analytics, Collaboration, Commerce, Compliance & Legal, Customer Service, Finance, Geolocation, Human Resources, Internet of Things, IT & Management Tools, Marketing, Operations & Supply Chain, Productivity, Project Management, and Sales. At the bottom, there's a "Popular apps" section with "All apps" link.

A catalog from the world's leading companies



Agriculture	Financial Services	Government	Healthcare	Hospitality & Travel	Manufacturing	Nonprofit & Public Sector	Sustainability

Private products

	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.

Customized Terms with Private Plans: only if the ISV is creating a new product for the customer.

*Requires transactable offer published to commercial marketplace



HOW can you start?

Increase Efficiency



Microsoft empowers you to purchase more efficiently.

Standard contracts

[Products](#) > Contoso App



Contoso App

Azure Marketplace

★★★★★ (0) [Write a review](#)

[Overview](#) [Plans + Pricing](#) [Reviews](#)

[save for later](#)

GET IT NOW

Pricing information

[Bring your own license](#)

+ Azure infrastructure costs

Categories

[Analytics](#)

Legal

[Standard Contract for Microsoft's commercial marketplace](#)

[| Amendment](#)

[Privacy Policy](#)

Description

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras iaculis hendrerit ipsum nec pharetra. Cras iaculis augue ligula, at malesuada nunc dapibus vitae. Donec hendrerit ligula sem, eu elementum dolor rhoncus in. Vivamus at pulvinar massa, eget imperdiet lectus. Etiam eleifend turpis eu risus facilisis lacinia. Maecenas ultrices tortor eget ex luctus, ut viverra justo vulputate. Etiam nisi mauris, lobortis vel sapien consectetur, vulputate aliquam tellus.

Standard Contracts

Simplify the procurement process, reduce legal complexity, and facilitate transactions in the marketplace.

Rather than crafting custom terms and conditions, as a commercial marketplace publishers, can choose to offer software under the Standard Contract.

As a customer, you only need to vet and accept once.

+ Contract Amendments:

Two kinds of amendments available:

- Universal Amendments: applied universally to the Standard Contract for all customers.
- Custom Amendments: special amendments to the Standard Contract that are targeted to specific customers only via Azure tenant IDs.

Cost management + billing



Invoice

Microsoft Corporation
 C/O Bank of America
 Rt:026009593/Acct:3751205782 (wire)
 Rt:111000012/acct:3751205782 (ACH)
 1950 N Stemmons Fwy Ste 5010 LB #842467
 DALLASTX75207
 United States
 Phone:
 Telex:
 Fax:

Bill to PO Number: 7178122-OPS-SCN1-PO-0109
Purchase Order Date: 19-FEB-2019

Page No: 5

Document No: 9877662470
Document Date: 19-FEB-2019
Payment Due Date: 21-MAR-2019

Terms: Net payment due 30 days from invoice date

Line No.	Usage Country	Microsoft Part No.	Offer/Lic.Type Level	Billing Option	Pool	Reason Code &	Qty Ordered	Unit Price	Extended Amount	Commitment Usage	Net Amount
	Delivery	Description		Taxable	Period	Description					Tax Amt
000390	United States	AAA-07923	ACP-A	PE	Enterprise Applications		1.000	249.01	249.01	0.00	249.01
	Cloud	Check Point vSEC for Microsoft A vSEC for		Taxable	Jan2019-Jan2019						24.91
000400	United States	AAA-07923	ACP-A	PE	Enterprise Applications		1.000	290.34	290.34	0.00	290.34
	Cloud	Check Point vSEC for Microsoft A vSEC for		Taxable	Jan2019-Jan2019						29.04
000410	United States	AAA-08668	ACP-A	PE	Enterprise Applications		1.000	209.66	209.66	0.00	209.66
	Cloud	Nginx, Inc. NGINX Plus NGINX Plus		Taxable	Jan2019-Jan2019						20.97
000420	United States	AAA-08668	ACP-A	PE	Enterprise Applications		1.000	252.91	252.91	0.00	252.91
	Cloud	Nginx, Inc. NGINX Plus NGINX Plus		Taxable	Jan2019-Jan2019						25.29
000430	United States	AAA-09446	ACP-A	PE	Enterprise Applications		1.000	0.01	0.01	0.00	0.02
	Cloud	SoftNAS SoftNAS Cloud Essent SoftNAS Cl		Exempt	Jan2019-Jan2019						0.00



One Supplier



One Invoice

Customers will receive Azure Marketplace charges in their Azure bill, under Azure external services charges. External services are published by third-party software vendors in the Azure Marketplace.

For example, SendGrid is an external service that you can purchase in Azure.

Click [here](#) to learn more about how external services are billed.

Azure Marketplace charges

Total Extended Amount	USD	3,637.38
Commitment Usage	USD	0.00
Total Sale	USD	3,637.39
Tax Amount	USD	338.38
Total Amount	USD	3,975.77

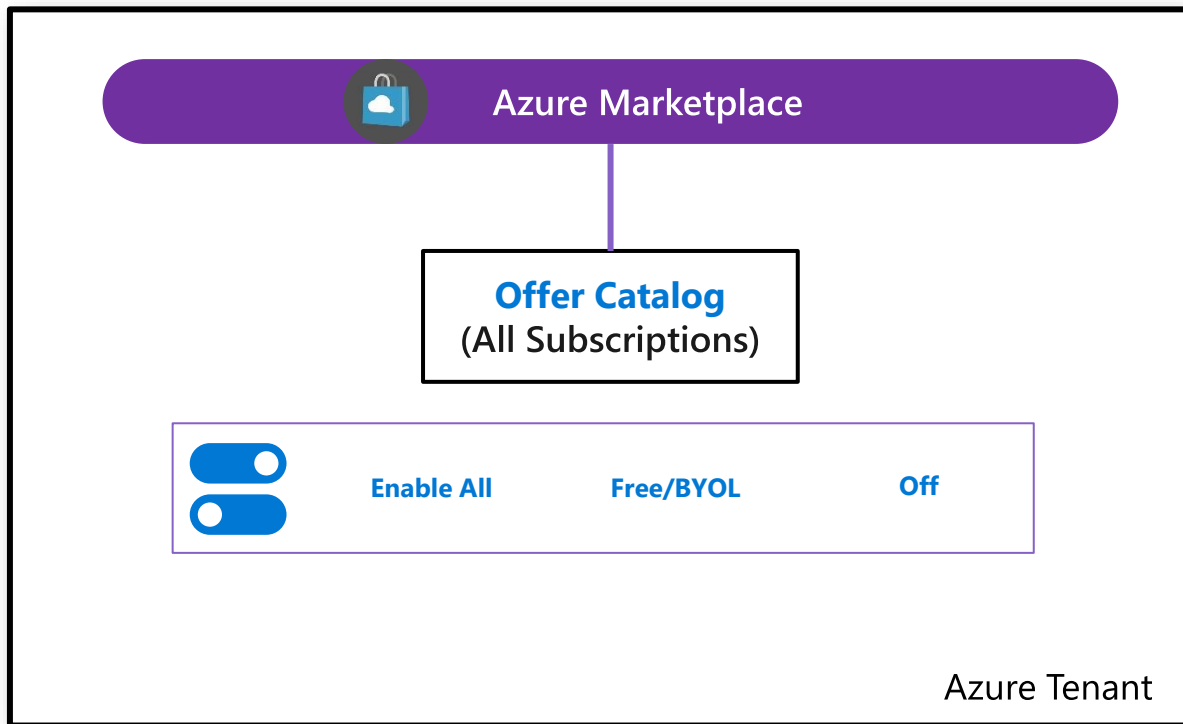
We hereby certify that the information on this invoice is true and correct.

Microsoft Corporation

**Buy
confidently**

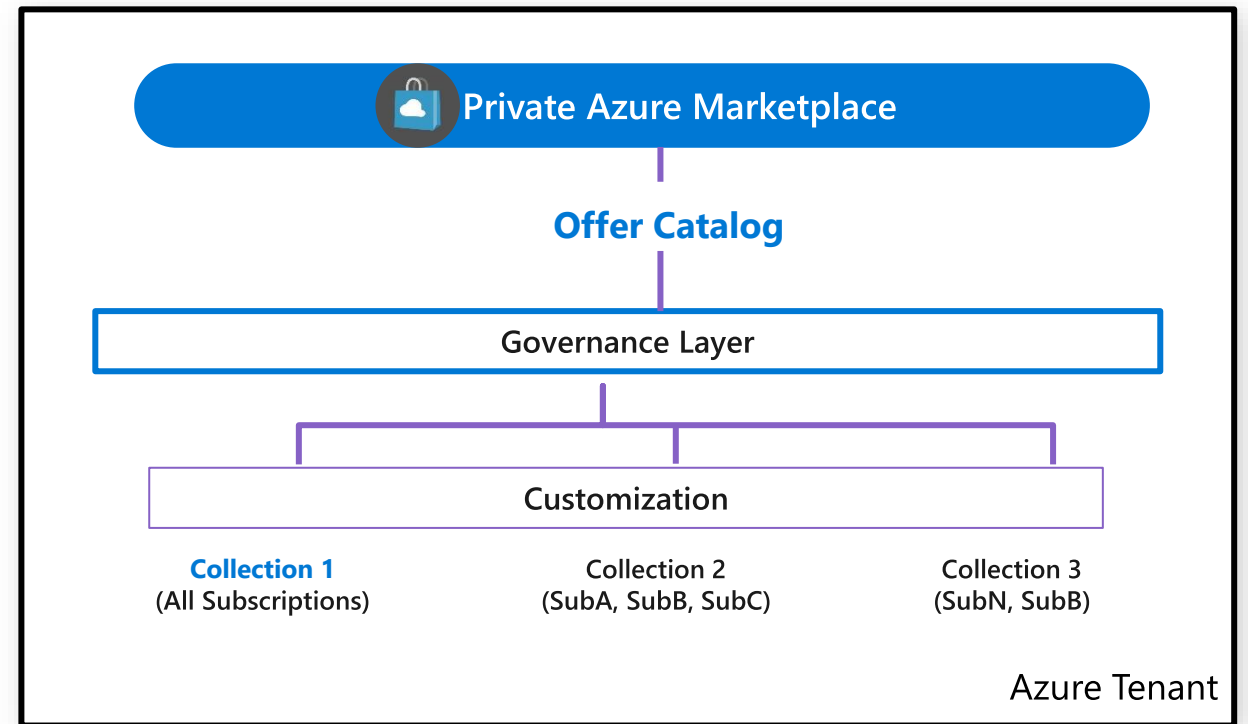
Microsoft runs on trust and empowers you to purchase with more confidence.

Governance approach



- Configure billing profile to control purchases
- Enabling Azure Marketplace purchases in EA
- Use Azure policy to control deployments

Microsoft Recommendation



- Adds governance layer on top of Azure Marketplace
- Customize approved/non-approved offers at the subscription level (Azure policy not required)
- Marketplace administrator built in capabilities (notifications, approvals)

Private Azure Marketplace

Private Azure Marketplace enables organizations to manage and control which Microsoft partner solutions can be purchased and deployed



Manage pre-approved apps

Govern which Microsoft partner (ISV) solutions users can deploy. Create collections to manage and control approved lists at the subscription level



Control costs and ensure compliance

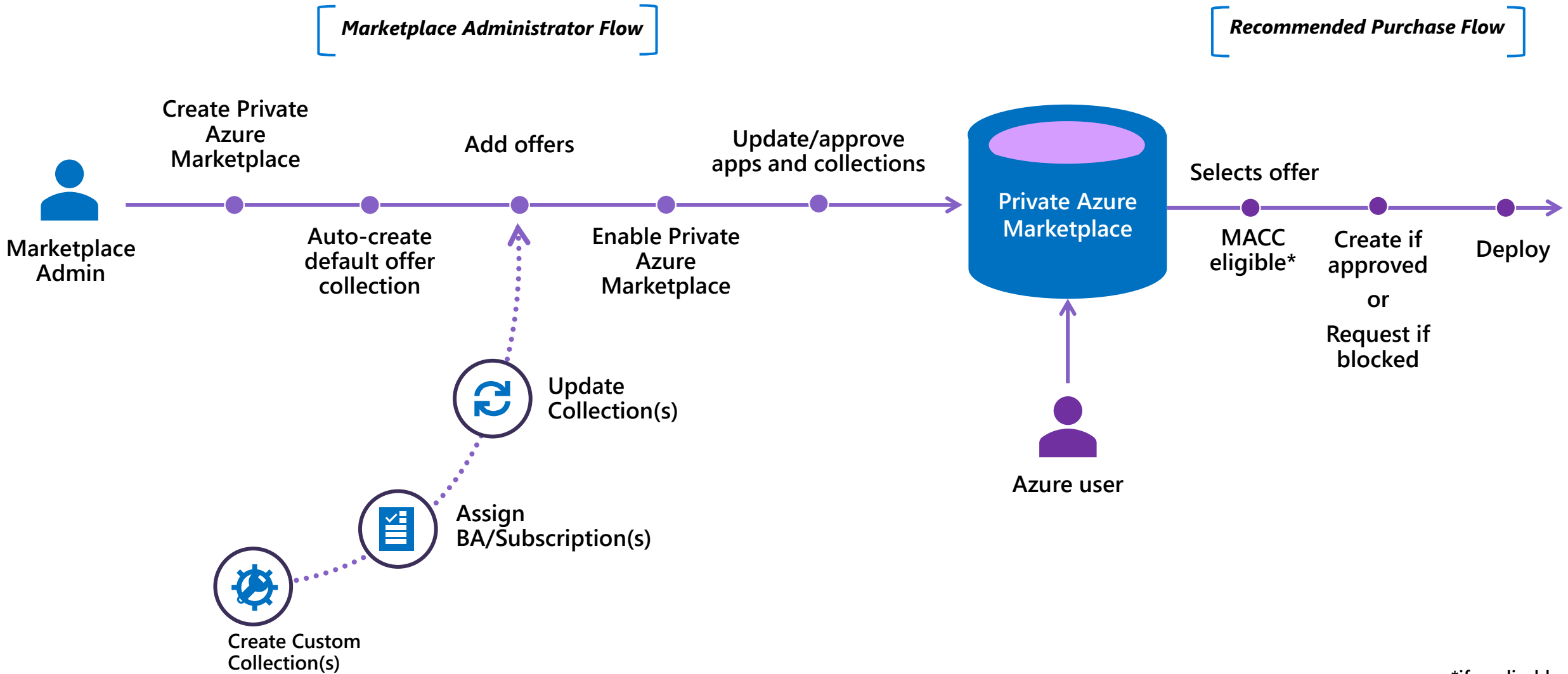
Select apps that fit your budget and comply to company policies



Increase innovation





With software trends rapidly evolving, users can easily request apps to be approved by the marketplace administrator

Private Azure Marketplace



*if applicable

RBAC and levels of Azure privilege

		Role				
		Reader	Resource-specific	Custom	Contributor	Owner
Scope	 Management group	Observers	Users managing resources			Admins
	 Subscription					
	 Resource group					
	 Resource	Automated processes				

Required to deploy and purchase in Azure Marketplace



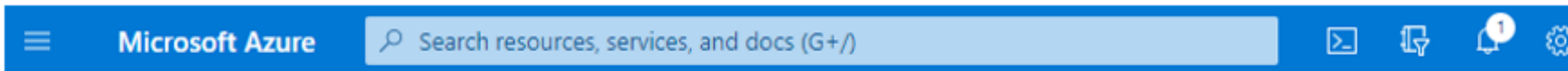
Recommendation

Follow [Azure RBAC best practices](#) (assigning roles to groups, not users). [Assign azure roles using the Azure portal](#) to segregate duties within your organization and grant only the amount of access to users that they need to perform their jobs, such as deploying and purchasing offers from the Azure marketplace.

See additional information on [assigning user roles and permissions](#).

Tag management

Tagging is an easy way to classify assets, and tags are a crucial part of organizing your Azure resources into a taxonomy. By following best practices, tags can be the basis for applying your business policies with Azure Policy or tracking Azure Marketplace costs with Cost Management. When tags are used to classify assets as part of a cost management effort, companies often need the following tags: business unit, department, billing code, geography, environment, project, and workload or application categorization. Azure Cost Management + Billing can use these tags to create different views of cost data, including resources deployed through Azure Marketplace.



Home > Marketplace > Red Hat Enterprise Linux 8.1 >

Create a virtual machine ...

Basics Disks Networking Management **Advanced** **Tags** Review + create

Tags are name/value pairs that enable you to categorize resources and view consolidated billing by applying the same tag to multiple resources and resource groups. [Learn more about tags](#)

Note that if you create tags and then change resource settings on other tabs, your tags will be automatically updated.

Name ⓘ	Value ⓘ	Resource
<input type="text"/>	: <input type="text"/>	12 selected



Recommendation

Define your naming and tagging strategy as early as possible. A naming and tagging strategy include business and operational details. Follow [Microsoft's guidance for developing a tagging strategy](#). Ensure all workloads and resources follow proper naming and tagging conventions and enforce tagging conventions using Azure Policy. This will help your centralized governance teams make wise cost management decisions when deploying apps from the Azure Marketplace.

Spend Smarter



Microsoft empowers you to spend smarter.

Microsoft Azure Consumption Commitment

Azure Platform Commitment

Contractual Commitment to Azure Spend Over Time
No Upfront Payment Required

What Spend Counts Towards the Commitment

Azure Service Consumption

Azure Marketplace
Purchases*

RI Purchases & Payments

Azure Prepayments**

Available in EA & MCA

*Limited to eligible offers

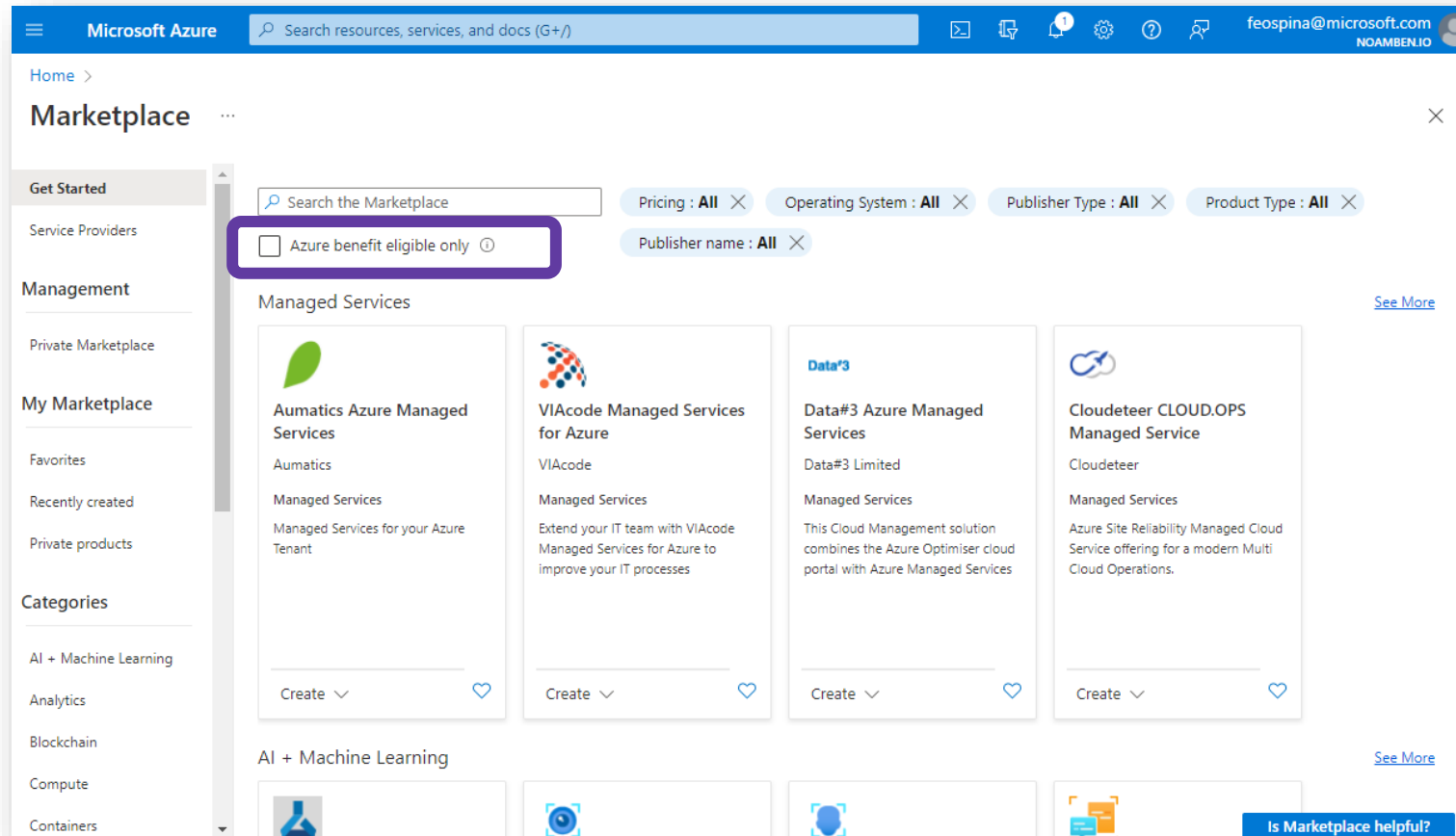
**Monetary commitment is being renamed to Azure prepayment

Microsoft Azure Consumption Commitment (MACC)

Intuitive filter helps users identify and filter Azure benefit eligible offers. All Azure-based marketplace services will accrue towards MACC

100%

of eligible Microsoft Partner (ISV) offers will help decrement Microsoft Azure Consumption Commitments (MACC)



SESSION FEEDBACK

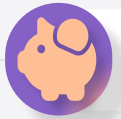
Session Title: Modern Procurement Start Now | All
Hands on Deck - Wie können Kunden sofort
profitieren?



<https://aka.ms/AzSum-S031>

Thank you!

Consume on demand while attaining the benefits of Private Azure Marketplace

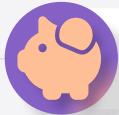


Private Azure Marketplace

Benefit	Azure Marketplace	Private Azure Marketplace
Find partner solutions	✓	✓
Control deployment of partner solutions including endorsed Linux distributions	✓ (using Azure policy)	✓
Control deployment of partner solutions at the plan (SKU) level, including current and future product plans		✓
Create custom collections of solutions available to specific Azure subscriptions		✓
Allow users to request solutions to a marketplace administrator		✓

[Learn more](#)

Get more from your cloud spend with multi-year contracts and flexible payments



Multi-year deals

66%

Of multi-year SaaS deals on marketplace are 3-year commitments

Invest with confidence for the long-term

Get attractive discounts or reduced pricing on multi-year contracts for substantial cost savings compared to paying monthly.

With flexible payment options, lock in SaaS and VM pricing for up to 3-years and eliminate time-consuming renewals.

[Learn more](#)

Custom deal-making capabilities to accelerate time to market and get exactly what you need



Private offers

> 50%

of marketplace deals transact using private offers to **meet specific customer needs**

Obtain custom terms and conditions

Get customized terms and conditions for a solution for specific subscription, tenant or billing account.

Receive negotiated off-list pricing

Negotiate discounts and off-list pricing, including bundle discounts.

Lock long-term SaaS and virtual machine deals and prices for up to 3 years.

Get specialized configurations

Get specialized configurations, prototypes for proof of concept, and tailor-made solutions.

[Learn more](#)

Get custom deals with negotiated pricing delivered straight to your inbox



Private offers

Accelerate time to market using private offers in three simple steps

1. Receive

Receive an email from the partner with a link to the private offer. The offer can contain custom terms on a product, multiple products or multiple plans.



2. Accept

Accept custom terms and conditions, with attached PDF. No plain text or contract amendments. The offer is accepted by the EA admin or the billing account owner.



3. Purchase

Click to purchase and deploy directly in the Azure portal.

[Learn more](#)