



# Azure Marketplace

The Platform for Modern Partnering

## Customer Procurement transformation with the Microsoft Partner Ecosystem & Azure Marketplace

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Aka.MS/UKMPO

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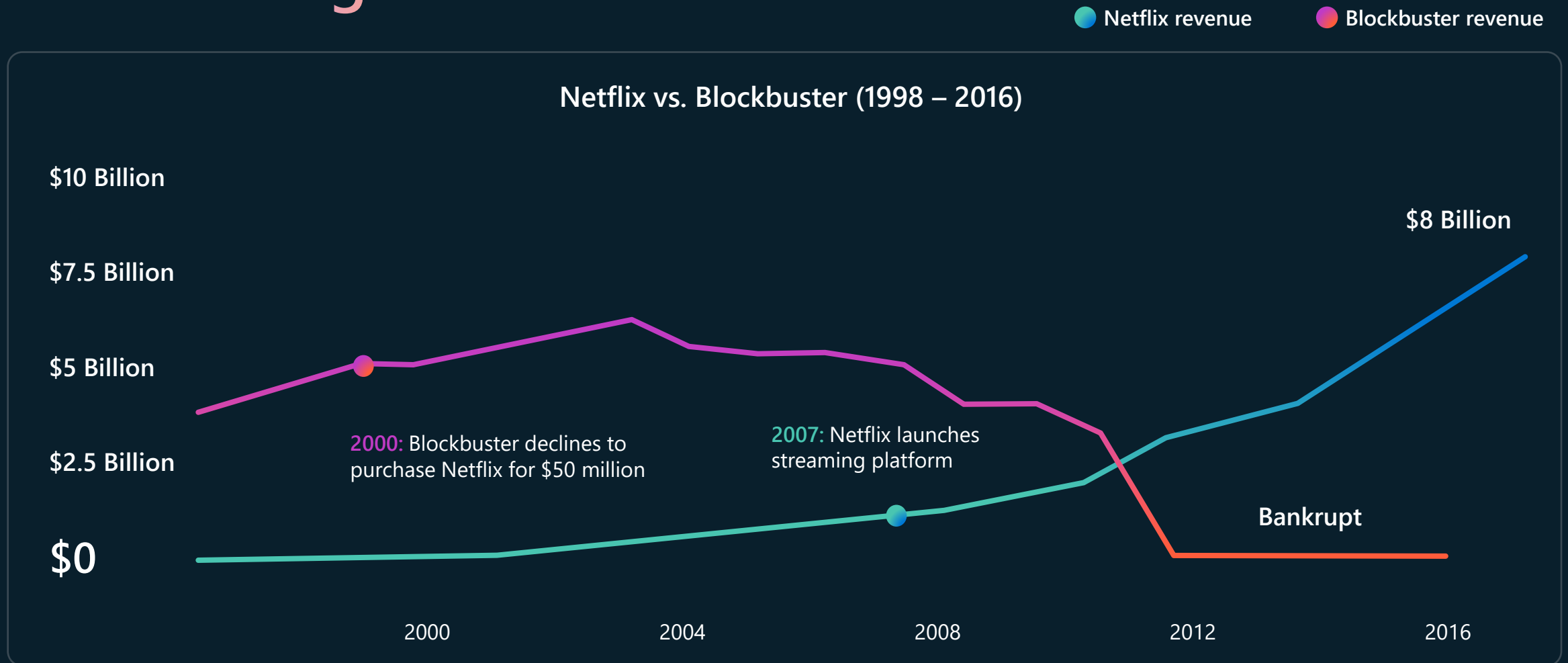


# BLOCKBUSTER VIDEO

MEMBERSHIP CARD



# A digital marketplace perspective – simplification drives change



Organizations with mature  
procurement practices can deliver  
as much as 5 points higher EBITDA

# Cloud marketplace CAGR is 4X bigger than cloud computing



**84%** CAGR

Cloud marketplace compound annual growth for 2020 - 2025

[Source: Canalys](#)



**21%** CAGR

Cloud computing compound annual growth from 2025 - 2034

[Source: Precedence Research](#)

# The marketplace helps optimize costs for smarter use of budgets

**\$40B**

estimated SaaS underutilization\*

**275**

average unique SaaS products per organization\*

Eliminate SaaS sprawl by adopting the marketplace to maximize your investments



Unify software buying under one contract and avoid scattered vendor agreements



Align permissions to existing Azure role-based controls to prevent shadow IT



Ringfence a set of solutions with a private Azure marketplace for added governance



Gain portfolio visibility to drive cloud workload optimization



# Customers need visibility & management – with up to 70% of SaaS bought in a line of business, the channel & software asset management have never been more important



Into 2027, organizations that fail to manage SaaS lifecycles will remain five times more susceptible to a cyber incident or data loss due to incomplete visibility into SaaS usage

Gartner Magic Quadrant SaaS Management Platforms 2024



Through 2025, organizations will save more money using proactive software asset management than negotiating lower prices with software and cloud providers

Critical Capabilities for SAM Managed Services – Gartner



Financial + procurement governance mechanisms to maintain transparency in marketplace transactions



Proper governance ensures compliance with organizational policies and regulatory requirements



Simplify the process of contracting with several parties



Controlling and managing purchases approvals and cost management features (cost analysis, alerts, and budgets)



By 2027 at least half of  
cloud marketplace TAM will  
sell through partners

# SaaS GTM is moving from sales-driven to “Ecosystem” driven

73% B2B technology deals are expected to go through, and with channel partners\*

ISVs with >30% in channel revenue decreased their average sales cycle by 25% in the last 12 months\*

Multiparty private offers are typically 2 or 3x private offers

Tackle.io—five years from now, every seller in a software company will know how to win with cloud\*\*

There is no bigger application ecosystem than Microsoft



\*Iconiq Capital state of SaaS GTM 2024

\*\* Tackle State of Cloud GTM 2023



# Every organization feels the tension between balancing innovation and control



1. [MIT Sloan Management Review](#)  
2. [Flexera \ State of the Cloud | Report](#)

Buy how you want:

# The marketplace supports how you want to purchase



## Digital direct

Shop unassisted in digital storefronts. Within Azure Marketplace, pre-vet and buy in Azure or get other Microsoft Cloud applications in AppSource.

**Common scenarios:** Trials, low-cost licenses, Microsoft 365 or Dynamics 365 purchases



## Through partner

Channel partners can procure software on your behalf while you maintain the benefits of purchasing through the marketplace with multiparty private offers.

**Common scenario:** Channel partner manages a portion of IT portfolio and sources the software solutions directly



## Private offers

Negotiate exactly what you need for up to three years with private offers. Choose payment terms to match your needs (annual, bi-annual, or monthly).

**Common scenarios:** Bulk pricing, custom terms, fulfill Azure consumption commitment (with eligible offers)

# How the Microsoft marketplace supports your entire organization



## Developer roles

Code and ship  
faster



## IT roles

Increase cloud  
performance



## Business leaders

Get faster  
time-to-value



## Buying office

Optimize your  
cloud costs

# Developer roles

## Code and ship faster

- 1 Build intelligence into your stack**  
Deploy models directly into your coding environments to give agents the context they need
- 2 Deploy directly into Azure**  
Code faster with solutions built to run in your Azure environment
- 3 Streamline your integration process**  
Cut down on integration efforts and make better use of your data to empower innovation

### THE BENEFIT

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Developers can code faster with tools that are already vetted to run on Azure. The Microsoft marketplace brings together full-stack dev tools, AI apps, models, agents, and more into one source.

This empowers dev teams to build, test, and deploy with less friction to focus on code, not process.



# IT roles

## Increase cloud performance

### 1 Easily shift your workloads

By migrating workloads to Azure, you can centralize your IT and optimize consumption

### 2 Enforce governance with Azure controls

Align your organization to Azure role-based controls to help eliminate shadow IT

### 3 Increase security with Azure

Reduce risk with solutions that are optimized to run natively on Azure

#### THE BENEFIT

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Manage all cloud and software workloads in one place for better visibility and control.

Moving to Azure helps IT teams take control of their software environment—consolidating workloads, reducing shadow IT, and deploying solutions that meet Azure standards.

# Business leaders

## Get faster time-to-value

### 1 Try solutions before you buy

Avoid risky spend by testing line-of-business solutions with your team before committing

### 2 Get solutions with proven success

Adopt solutions with a certified software designation that's vetted by Microsoft to solve your unique business challenges

### 3 Align teams around the right tools

Eliminate SaaS and AI sprawl by curating a centralized portfolio tailored to your business needs with a private marketplace

#### THE BENEFIT

Consolidating through the Microsoft marketplace allows your teams to confidently run solutions seamlessly on Azure saving time and employee effort, as well as unlock insights needed to push your business forward.

By testing the waters through trials or proofs of concept, you can ensure solutions align to your business needs before investing.

# Buying office

## Optimize your cloud costs

### 1 Streamline vendor onboarding

Reduce onboarding time—onboard the solution, not the vendor and buy from Microsoft

### 2 Optimize your investments

Consolidate cloud purchases into one customer agreement to improve tracking and reduce redundant spend

### 3 Maximize your cloud budgets

Count eligible purchases towards your Azure consumption commitment to recapture at-risk spend

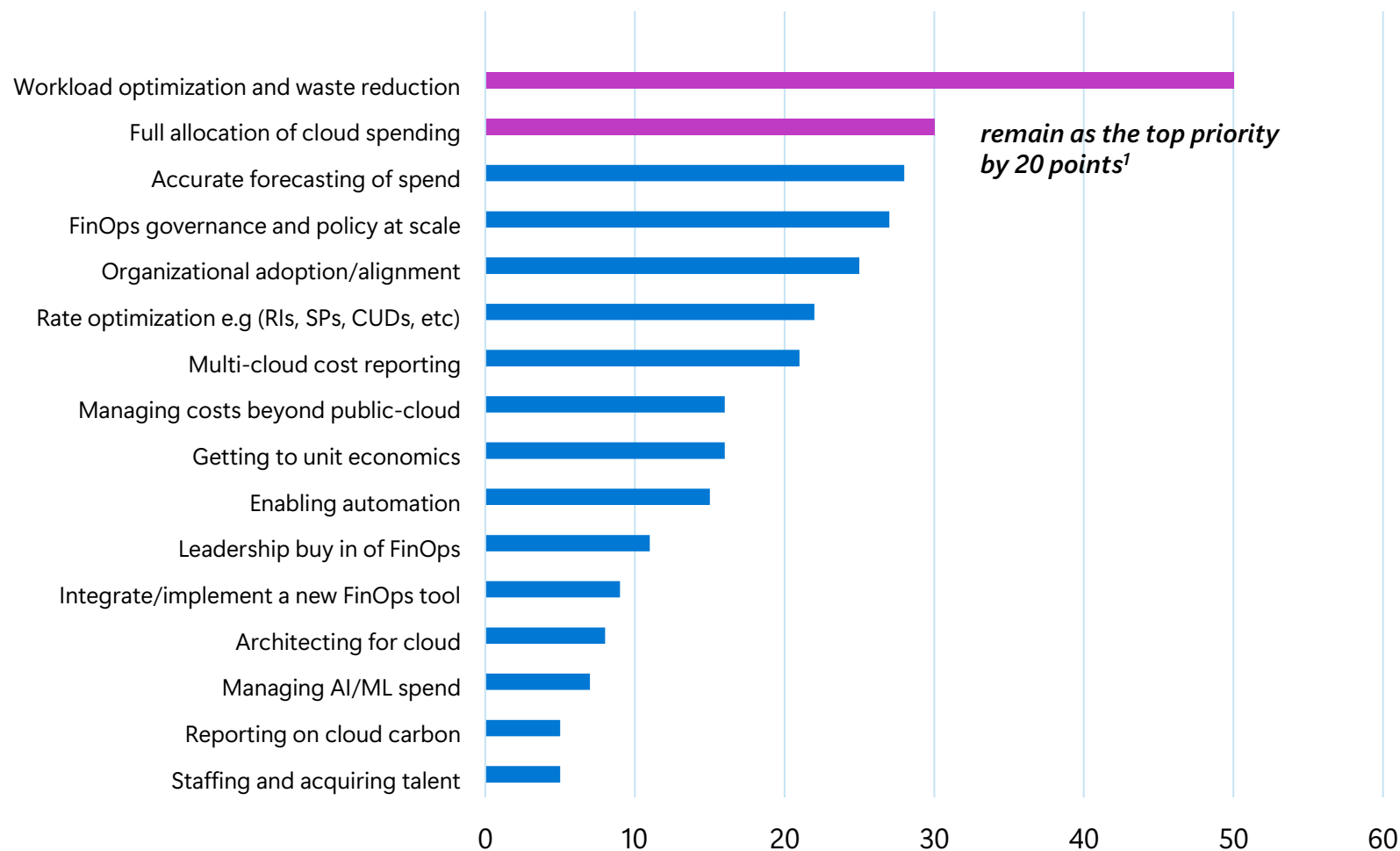
#### THE BENEFIT

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Streamline buying, reduce onboarding time, and reclaim wasted spend.

Buying teams can consolidate purchases into one invoice, work with vendors to reduce onboarding time, and contribute to their Azure consumption commitment to get more from their investment.

# Optimization and full allocation, FinOps pros top of mind



Managing SaaS spend

65%

(up 25% in next 12 months)<sup>2</sup>

Managing AI spend




96%

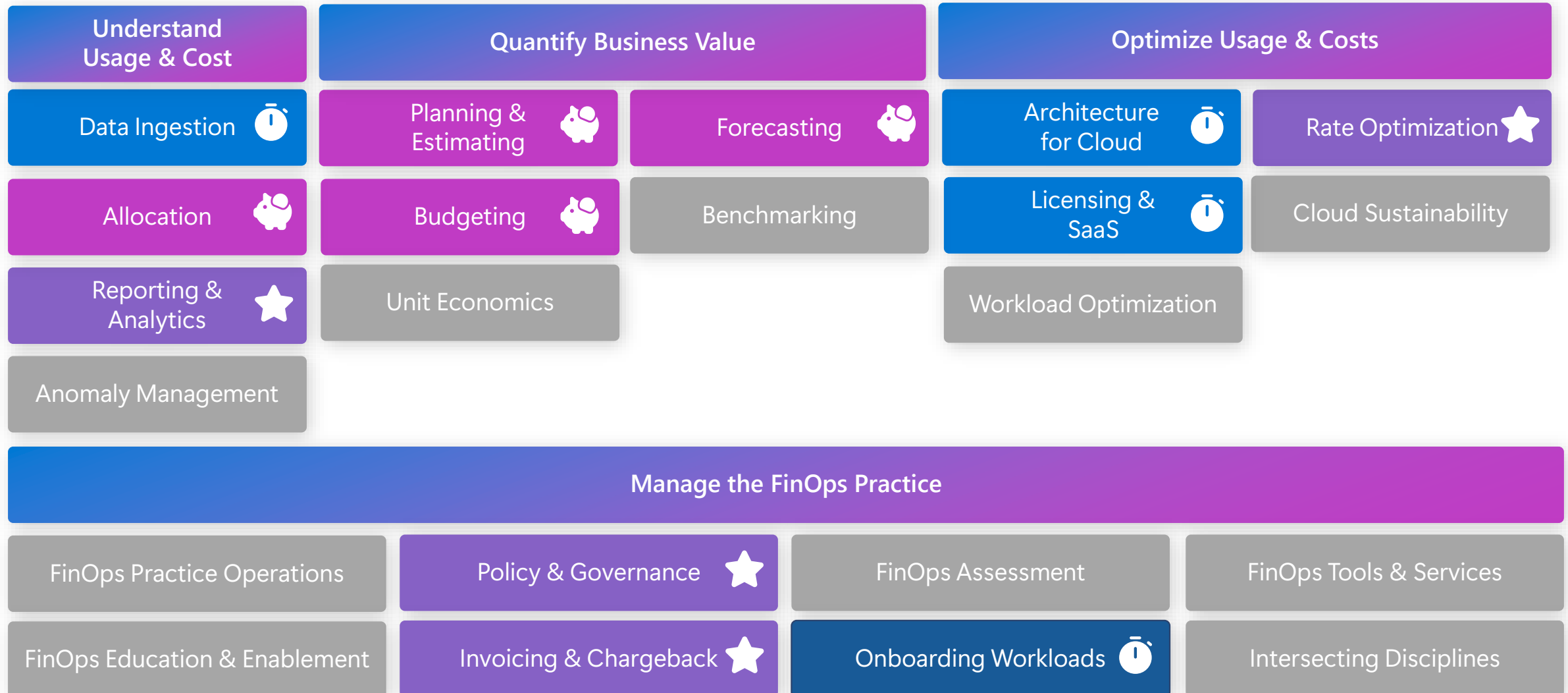
(in next 12 months,  
63% today, 31% 2024)<sup>3</sup>

1. <https://data.finops.org/library/#20313>
2. <https://data.finops.org/library/#20305>
3. <https://data.finops.org/library/#20307>



# The Microsoft marketplace & Channel aligned to the FinOps framework

-  Increase efficiency
-  Buy with confidence
-  Spend smarter



# Meet all your technology needs in one place – the platform for modern partnering

## Infrastructure

Optimize your cloud infrastructure to maximize investments

 citrix

 Commvault

 NetApp

 Red Hat

 vmware

## AI + ML

Accelerate innovation with generative and agentic AI

 AISERA

 cohere

 LangChain

 MISTRAL AI

 Pinecone

## Analytics

Store, analyze and protect your data at scale across platforms + languages

 ASTRONOMER

 elastic

 mongoDB

 Profisee

 snowflake

## Security

Safeguard your business with Microsoft vetted solutions

 CHECK POINT

 f5

 FORTINET

 paloalto NETWORKS

 TANIUM

## Industry

Quickly find industry-ready solutions with certified software designations

 Backbase

 BlueYonder

 Pangaea

 SIEMENS

 Teladoc HEALTH

Thousands of solutions count towards Azure consumption commitments

Marketplace catalog continues to grow

25%

annualized increase in available solutions

Use Azure Copilot (preview) to help you find what you need

# Marketplace Features - Align investments to meet your spend strategy and business needs

Use **private offers** to negotiate exactly what you need



## Flexible billing

Align spending to your unique business needs and budget cycles

70+ scenarios include quarterly, semiannual, bimonthly billing—and more



## Standardized T&Cs

Process and approve faster by asking vendors to adopt standard T&Cs

Ask vendors to adopt your T&Cs or use the Microsoft standard contract



## Multiyear contracts

Get negotiation power and secure pricing with up to 5-year contracts

## Built to support how your business operates

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Adapt purchasing workflows to match how your organization budgets, negotiates, and manages contracts

Microsoft Azure (Preview)

Report a bug

Search resources, services, and docs (G+)

Copilot



Home >

Marketplace

Get Started

Service Providers

Management

Private Offer Management

My Marketplace

Favorites

My solutions

Recently created

Private plans

Categories

IT & Management Tools (918)

Analytics (826)

AI + Machine Learning (741)

Security (479)

Compute (470)

DevOps (201)

Networking (201)

Web (176)

Databases (170)

Storage (152)

Developer Tools (140)

Search the Marketplace

Pricing : All

Operating System : All

Publisher Type : All


Product Type : All

Publisher name : All

☒ Azure benefit eligible only ☐ Azure services only

Showing 1 to 20 of 3416 results.

Tile view




SUSE Enterprise Linux 12 SP5 +24x7 Support

SUSE

Virtual Machine

SUSE Linux Enterprise Server (SLES) 12 SP5 with 24x7 Integrated support from SUSE and Microsoft.

Create




SUSE Enterprise Linux for SAP 15 SP3 +24x7 Support

SUSE

Virtual Machine

SUSE Linux Enterprise Server (SLES) for SAP Applications 15 SP3 with 24x7 Integrated Support

Create




SUSE Enterprise Linux for SAP 12 SP5 +24x7 Support

SUSE

Virtual Machine

SUSE Linux Enterprise Server (SLES) for SAP Applications 12 SP5 with 24x7 Integrated Support

Create




SUSE Enterprise Linux for SAP 15 SP1 +24x7 Support

SUSE

Virtual Machine

SUSE Linux Enterprise Server (SLES) for SAP Applications 15 SP1 with 24x7 Integrated Support

Create




Virtual network

Microsoft

Virtual Machine

Virtual network

Create




Azure AI services

Microsoft

Virtual Machine

Use powerful AI to your apps

Create




Container Registry

Microsoft

Azure Service

Manage a Docker private registry as a first-class Azure resource.

Create




Language service

Microsoft

Azure Service

Build apps with industry-leading natural language understanding capabilities without machine learning expertise.

Create




Speech

Microsoft

Azure Service

An AI service that enables you to embed human-like speech capabilities into your apps

Create




Document Intelligence (form recognizer)

Microsoft

Azure Service

An AI service that enables you to build intelligent document processing solutions. Formerly known as Azure Form Recognizer.

Create




Translator

Microsoft

Azure Service

An AI service that enables you to easily translate text between more than 60 languages

Create




Computer Vision

Microsoft

Azure Service

An AI service that analyzes content in images

Create




DNS zone

Microsoft

Azure Service

A DNS zone hosts DNS records for a domain.

Create




Fortinet FortiGate Next-Generation Firewall

Fortinet

Azure Application

FortiGate NGFW improves on the Azure firewall with complete data, application and network security

Create




Custom Vision

Microsoft

Azure Service

An AI service and end-to-end platform for applying computer vision to your specific scenario

Create



VM-Series Next-Generation Firewall from Palo Alto

Palo Alto Networks, Inc.

Azure Application

Looking to secure your applications in Azure, protect against threats and prevent data exfiltration?

Create

Or request the list of Azure benefit eligible solutions from your Microsoft account rep



# How the marketplace can help build procurement process efficiencies



## Streamline Procurement

**Accelerate Supplier onboarding** of 1000's of ISVs/SaaS Vendors

**Support Across Procurement Stages** – Find, Demo, Try, Buy

**Procure at Speed by using Existing Microsoft**

- Agreements
- Invoicing & Payment Terms
- Payment Processes
- Even Standard Contacts

**Allow you to Focus on Strategic Suppliers**



## MACC Decrement & Flexible Deal Making

**Derisk your existing MACC Commit** with benefit eligible solutions

**Unlock future MACC Microsoft Savings** through consolidating spend

**Flexible Deal Making & Terms**

- Public Offers
- Private Offers
- Multi-Year Deals
- Multi-Party Deals
- Through Partner Options
- Support ALL deployment options



## Accelerate Time to Value & Innovation

**Access Innovation** from Microsoft's global Start-Up & ISV ecosystem

**Find, Try, Buy & Deploy** the Apps for ALL your needs.

**Accelerate Time to Deploy** allowing you to respond to the needs of the Business

**Improve engineering productivity** by enabling ISV Tool access



## Operational Control & Governance

**Govern Purchases** using RBAC, Permissions & Policies

**Pre-Approved Apps** Use Private Marketplace for 'pre-approved' apps

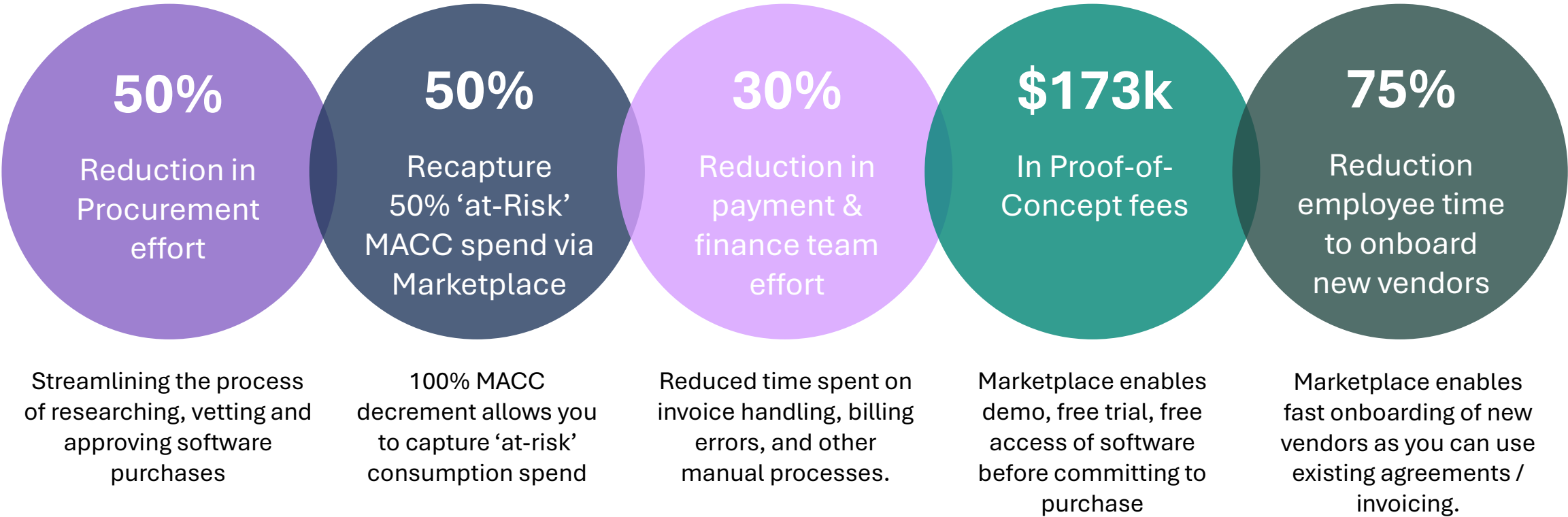
**Microsoft Certified Apps** give you 'peace of mind'

**Visibility/Control/Savings** for SaaS Spend in shadow IT

**Link App Costs to Cloud Costs** with Azure Cost Management (for internal cost charging)

The Total Economic Impact™ Of The Microsoft Commercial Marketplace

Cost Savings And Quantified Business Benefits enabled By The Microsoft Commercial Marketplace



Unquantified benefits (i). faster deployment of New Apps, (ii). improved security & compliance, (iii). more flexible payment terms, (iv). improved visibility of software tech stack.

# Customised terms & price, partner first – marketplace delivered



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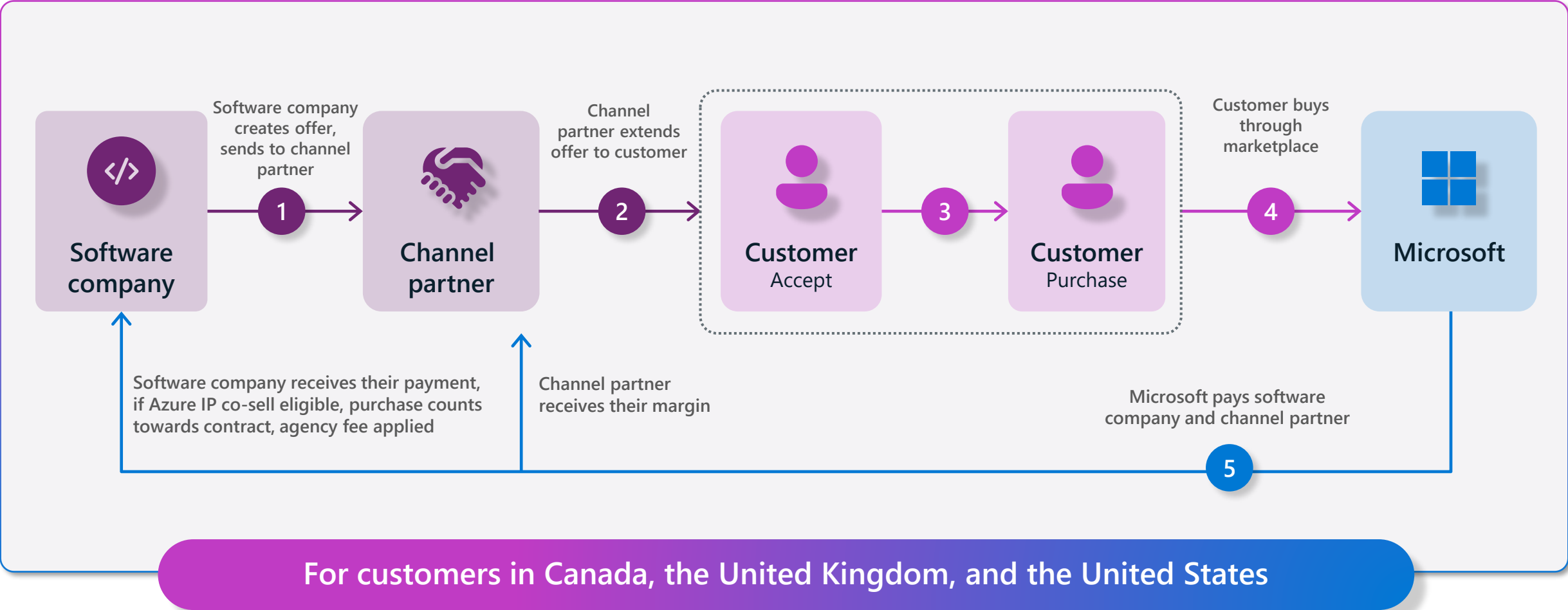


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# Multiparty private offer deal flow





# How are Software Companies evolving with the cloud ?

## Product Led

**In 2025 2/3 of Enterprise buying processes are digital direct & zero touch**

WHAT

Digital Self Service supporting discovery & testing

WHY

Consider buyer journey & adoption process. Consider verticals and market segmentation at product level

HOW

1. Build SaaS Free Trials
2. Price your product appropriately for market
3. Use elastic consumption models

## Seller Led

**Marketplaces aren't about last mile transactions – they are platforms for modern partnering**

Skilling Sales people & modernizing selling processes – realize the benefits in the cloud

Access the Microsoft stakeholders in your customers. Build trust and transact faster & larger solutions that last longer

1. Cosell with Microsoft's Sellers
2. Build cloud rev-ops & goaling
3. Build Marketplace into your sales methodology (MEDDPICC)

## Ecosystem Led

**The Microsoft product (cloud and end user) & partner ecosystem are unmatched. Supported by 500K global partners like trustmarque**

GTM for SaaS is increasingly about the Ecosystem – both product & partner

GTM for SaaS is increasingly about the Ecosystem – both product & partner

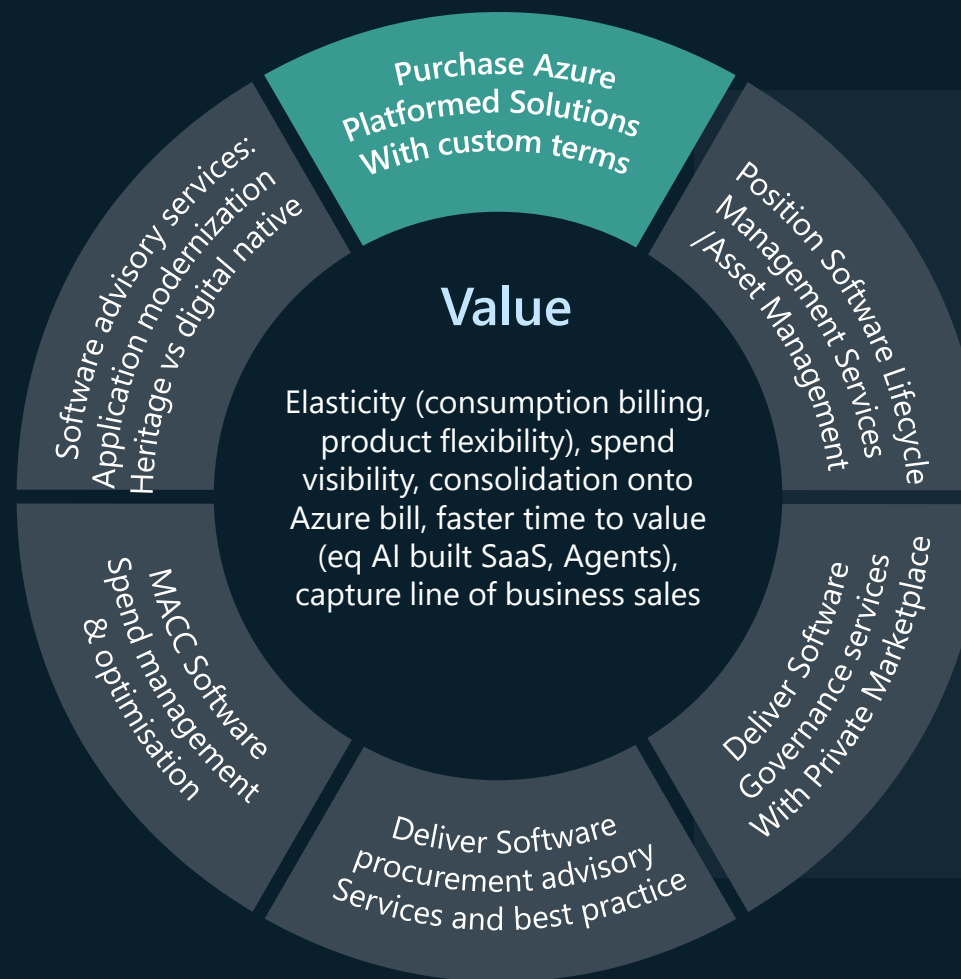
1. Use Multiparty Private Offers to enable modern resell
2. Build with AI on Azure
3. Build your cloud +channel GTM

Microsoft  
commercial marketplace

# Trustmarque Marketplace Value

## 6 Key partner services

That deliver customer value,  
with Azure Marketplace as the  
mechanism of delivery



## Recommendation

Talk to your Trustmarque Account Manager about Azure Hosted ISVs and Azure Marketplace – and see the resources at [aka.ms/UKMPO](https://aka.ms/UKMPO)

## Evidence

At least 50% of cloud marketplace spend will be through channel – see [“Canalys – Now & Next for Hyperscaler Marketplaces](#)

# The Microsoft differentiation: enterprise grade process efficiency & partner trust



## Banking & finance

No cost of channel, Partners get paid directly from the bank of Microsoft – no intermediary, no extended time, KYC or FX risk



## Currency

Microsoft has 52 tax managed countries and 17 currencies – with currency clarity process coming



## Foreign exchange

Microsoft's FX rate is a 2-day last month trading day average – not a historic "Protective" rate



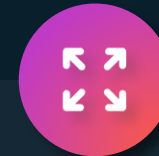
## Business risk

MPO publisher terms DO NOT hold the selling partner at risk in event of customer non-payment



## Partner first

CSP direct bill represents 25–40% of partners customer base – no other hyperscaler has this incubation ground



## Ecosystem breadth

Product breadth is vast – it's not just cloud & partners want to connect. Resource scale is unmatched

# Thank you

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