ISV to Customer Private Offers

Overview

Private Offers allow Publishers and Customers to transact one or more products in Azure Marketplace by creating time-bound pricing with customized terms. This article explains the requirements and steps for a publisher to create a Private Offer for a customer in Azure Marketplace. Private Offers are not yet available in Microsoft AppSource.
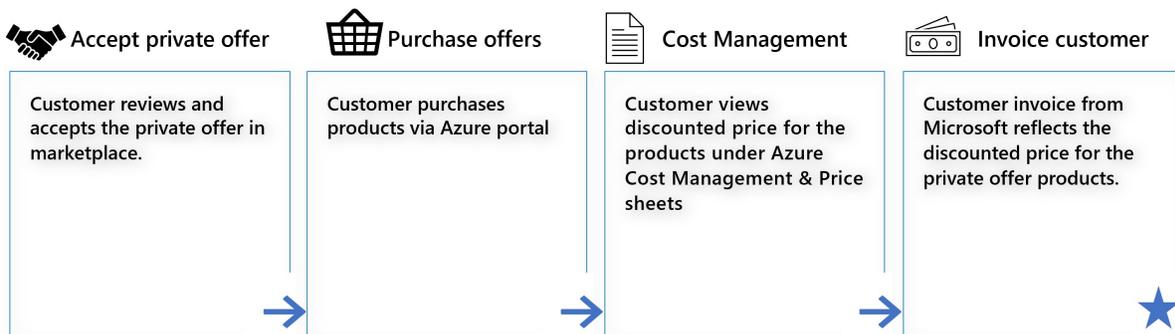
This is what the Private Offer experience looks like from the publisher's perspective:

ISV Private Offer experience

Create private offer	Submit private offer	Receive payment
ISV creates new private offer in Partner Center with negotiated price, duration and terms for a specific customer.	ISV submits private offer and shares the private offer link with customer for acceptance.	ISV receives payment from Microsoft for sales of their products in marketplace.

This is what the Private Offer experience looks like from the customer's perspective:

Customer Private Offer experience

Accept private offer	Purchase offers	Cost Management	Invoice customer
Customer reviews and accepts the private offer in marketplace.	Customer purchases products via Azure portal	Customer views discounted price for the products under Azure Cost Management & Price sheets	Customer invoice from Microsoft reflects the discounted price for the private offer products.

What are the benefits of Private Offers?

Private Offers provides new deal making capabilities to the marketplace that can not be achieved with Private Plans.

1. **Time Bound Discount**: You can now specify a start/end date for the discounted price. When the Private Offer ends, customer fallbacks to the publicly listed price.
2. **Custom Terms and Contract Upload:** You can extend unique terms to each customer, privately. By accepting your offer, the customer is accepting your terms. Attaching a contract to the Private Offer is easy, upload the PDF version of your contract. No more plain text or amending the Microsoft Standard Contract.
3. **Send via Email:** Rather than coaching customers on where to find their offer in the Azure Portal, you can email customers a link to their Private Offer. Save time by sending this email to anyone in the customer's company that is responsible for accepting the deal.
4. **Deals Expire:** Add urgency to the sales process by specifying when the customer's discounted price will expire. The customer will not receive a discount if purchased after this date.
5. **Faster Arrival:** Private offers are available for purchase within 15 minutes (Private Plans take up to 48 hours to arrive)
6. **Bundle Discounts:** You can now select multiple Products/Plans to receive a discount, and customers can accept the Private Offer for all of them in a single motion.
7. **Target a Company:** Private Offers are sent to an organization, not to a tenant.

Private Offer prerequisites

Creating a Private Offer for Cloud resellers has these prerequisites:

1. You have [created a commercial marketplace account](#) in Partner Center.
2. Your account is enrolled in the commercial marketplace program.
3. The offer you want to sell privately has been published to the marketplace and is publicly transactable.

Supported offer types

Private Offers can be created for all transactable marketplace offer types. This includes SaaS, Azure Virtual Machines, and Azure Applications.

Note

Discounts are applied on all custom meter dimensions your offer may use. They are only applied on the software charges set by you, not on the associated Azure infrastructure hardware charges.

Private Offers dashboard

Create and manage Private Offers from the Private Offers dashboard, available in Partner Center's left-nav menu. This dashboard has two tabs:

1. **Customers**: Create a Private Offer for a customer in Azure Marketplace.
2. **Cloud Resellers**: Create a Private Offer for a CSP partner.

The Customers tab lets you create, clone, withdraw, delete, and view the status of Private offers:

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Create a Private Offer for Customers

1. Sign in to Partner Center.
2. Select **Private Offers** from the left-nav menu.
3. Select the **Customers** tab.
4. Select **+ New Private Offer**.

5. Enter a Private Offer name. This is a descriptive name that you will use to refer to your Private Offer within Partner Center. This name will be visible to your customer in Azure Portal.
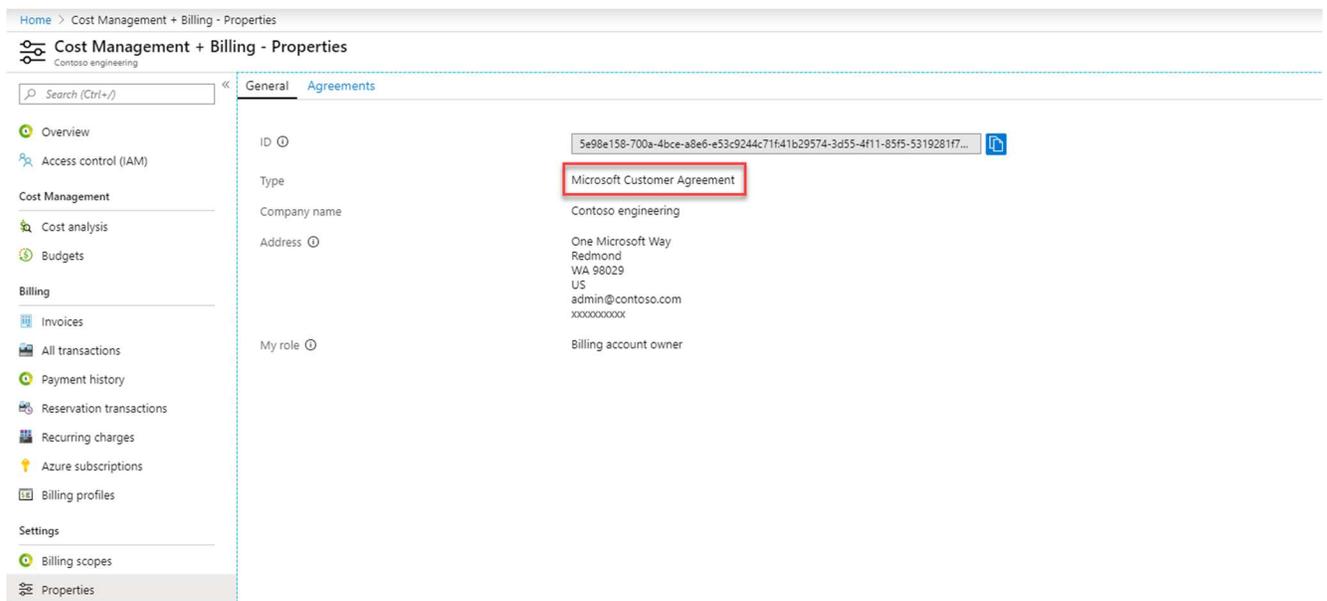
Offer setup

Use this page to define Private Offer terms, notification contacts, and pricing for your customer.

1. **Customer Information:** Specify the billing account for the customer who will be receiving this Private Offer. This will only be available to the configured customer billing account and the customer will need to be an owner or contributor on the billing account to accept the offer.

   Note:

   Customers can find their billing account in the Azure Portal under **Cost Management + Billing → Properties → ID**. To learn more, see [Billing account scopes in the Azure portal](#).

2. **Private Offer terms**: Specify the duration, accept-by date, and terms:
   - **Start Date**: Choose **Accepted date** if you want the Private Offer to start as soon as the customer accepts it. If a Private Offer is extended to an existing customer of a Pay-as-you-go-product, this will make the private

price applicable for the entire month. To have your Private Offer start in an upcoming month, select **Specific month** and choose one. The start date for this option will always be the first of the month.

- o **End date**: Choose the month for your Private Offer's **End date**. This will always be the last date of the month.
- o **Accept by:** Choose the expiration date for your Private Offer. Your customer will not be able to accept the Private Offer after this date.
- o **Terms and conditions:** Optionally, upload a PDF with customer terms and conditions for your Private Offer. Your customer will be required to accept these terms as part of the Private Offer.

   Note

   Your terms and conditions must adhere to Microsoft supported billing models, offer types, and the Microsoft Publisher Agreement.

3. **Notification Contacts**: Provide up to five emails as **Notification Contacts** to receive email updates on the status of your Private Offer. These emails are sent when your Private Offer status changes to **Pending acceptance**, **Accepted**, or **Expired**.
4. **Pricing**: Configure percentage-based discount **Pricing** for up to 10 offers/plans in a Private Offer. The customer will receive this discount off your plan's list price in the marketplace.
   - o Select **+ Add Offers/plans** to choose the offers/plans you want to provide a Private Offer for.
   - o Choose to provide a discount at either an offer level (all current and future plans under that Offer will have a discount associated to it) or at a plan level (only the plan you selected will have a private price associated with it).
   - o Choose up to 10 offers/plans and select **Add**.
   - o Enter the discount percentage for each item in the Pricing table.

   Note
   Only public offers/plans that are transactable in Microsoft Azure Marketplace appear in the selection menu.

Review and Submit

Use this page to review all the information you've provided. Once submitted, Private Offers cannot be modified. Ensure your information is accurate.

When you're ready, select **Submit**. You will be returned to the dashboard where you can view the status of your Private Offer. The notification contact(s) will be emailed once the Private Offer is ready to be shared with your customer.

Note
Microsoft will not send an email to your customer. You can copy the Private Offer link and share it with your customer for acceptance. Your customer will also be able to see the private offer under the Private Offer Management blade in the Azure portal.

Clone a Private Offer

Cloning lets you create a new offer without starting from scratch. You can clone an existing offer and update its customer information to send it to different customers or you can update the offer/plan pricing to send additional discounts to the same customer.

1. Select **Private Offers** from the left-nav menu.
2. Select the **Customers** tab.
3. Check the box of the Private Offer you want to clone.
4. Select **Clone**.
5. Enter a new Private Offer name.
6. Select **Clone**.
7. Edit the details on the Offer Setup page as needed.
8. **Submit** the new Private Offer.

Withdraw a Private Offer

Withdrawing a Private Offer means your customer will no longer be able to access it.

Important
A Private Offer can only be withdrawn if your customer has not accepted it.

To withdraw a Private Offer:

1. Select **Private Offers** from the left-nav menu.
2. Select the **Customers** tab.
3. Check the box of the Private Offer you want to withdraw.
4. Select **Withdraw**.
5. Select **Request withdraw**.
6. Your offer status will be updated to Draft and can now be edited, if desired.

Note
Once you withdraw a Private Offer, your customer will no longer be able to access it in the commercial marketplace.

Delete a Private Offer

To delete a Private Offer in draft state:

1. Select **Private Offers** from the left-nav menu.
2. Select the **Customers** tab.
3. Check the box of the Private Offer you want to delete.
4. Select **Delete**.
5. Select **Confirm**.

Note
This action will permanently delete your Private Offer. You can delete a Private Offer only when it is in a draft state.

View Private Offers status

To view the status of your Private Offer:

1. Select **Private Offers** from the left-nav menu.
2. Select the **Customer** tab.
3. Check the **Status** column.

The status of the Private Offer will be one of the following:

- **Draft**: You have started the process of creating a Private Offer but have not submitted it yet.
- **In Progress**: A Private Offer you submitted is currently being published; this can take up to 15 minutes.
- **Pending acceptance:** Your Private Offer is pending customer acceptance. Ensure you have sent the Private Offer link to your customer.
- **Accepted:** Your Private Offer was accepted by your customer. Once accepted, the Private Offer cannot be changed.

- **Expired:** Your Private Offer was not accepted by the customer and has expired. You can withdraw the Private Offer to make changes and submit it again.
- **Ended**: Your Private Offer has passed its end date.

Reporting on Private Offers

The payout amount and agency fee that Microsoft charges is based on the private price after the percentage-based discount was applied to the products in your Private Offer.

Next steps

- [FAQs](#)