



AZURE MARKETPLACE

MODERNISING YOUR PROCUREMENT

Presented by Amber King and Darren Sharpe



AGENDA

- The current landscape of Cloud Marketplaces?
- Softcat and Microsoft's 30+ year partnership
- Softcat's relationship with our ISV partners
- How can Azure Marketplace help your organisation and what Multiparty Private Offers are
- What Softcat can do as your channel partner to support
- Q&A
- Next steps



TODAY'S SPEAKERS

Connect with us on LinkedIn
after today's webinar!



Amber King

Cloud Marketplace Lead
Softcat



Darren Sharpe

Microsoft Commercial
Marketplace Lead,
Microsoft

Softcat

CLOUD MARKETPLACES

Cloud Marketplaces – Analysts believe it's the future of where Buyers and Sellers meet!



By 2025, [Canalys](#) expects cloud marketplaces purchasing will grow to over **US\$50 billion**, which represents an **84% CAGR**.



[Battery Ventures](#) survey (Q1 23) advised that **63%** of surveyed customers use Cloud Marketplaces today, with over **32%** to increase spending from 2022 to 2023.



By 2025 [Gartner](#) expects **80% of B2B sales interactions** between suppliers and buyers to occur in digital channels.



[Tackle.io](#) survey suggests **44% of sellers** expect to transact more than **10% of their revenue** through a Cloud Marketplace in the next year



[Bessemer Venture Partners](#) By 2024 **80% of Cloud 100 Companies** will be actively selling through Cloud Marketplaces



By 2025, [Canalys](#) forecasts that **1/3 of marketplace procurement** will be done via channel partners on behalf of their customers.

PULL →

Buyer Demand to Spend Smart, Move Fast & Innovate

← PUSH

Sellers optimising Cloud Go-To-Market

WHAT ARE CUSTOMERS SAYING?

Customers are choosing to buy, rather than build

What customers are telling us



We are challenged with capacity and skillsets to build our own solutions



Time to value is more crucial than ever before, we need to deploy applications faster



We are seeking new SaaS solutions to address our business challenges, identifying those that are proven and secure is complex



We contract with many software vendors and controlling this is becoming complex and time consuming



Invoicing, budgeting and cost control on SaaS is an issue in general



We have existing agreements with ISVs and Microsoft which we need to be able to leverage



Parts of the organization are purchasing through the marketplace not always aligned to:

- our compliance policies
- our existing agreements



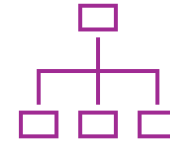
CUSTOMERS NEED GUARDRAILS & GOVERNANCE



Line of business buying makes up 70% of SaaS transaction - Shadow IT or Rhythm of Business?



Financial + Procurement Governance mechanisms to maintain **transparency** in Marketplace transactions.



Proper governance ensures **compliance** with organizational policies and regulatory requirements.



It also helps in **preventing** unauthorized access to sensitive data and transactions.



Simplify the process of contracting with several parties



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



CFOs and CPOs can ensure that Marketplace transactions are **secure, compliant, and cost-effective**.

WHAT ARE THE BENEFITS?

Why Azure Marketplace: Buy vs Build

Translated into Marketplace Benefits

-  **Leverage proven & secure solutions**, freeing up development resources & time
-  **Enable shorter time to deployment**, landing accelerated time to value for you & your customers
-  **Make use of the most innovative solutions & deliver greatest value** to your customers – fit for purpose
-  **Reduce time managing IT contracts & admin costs**, vendor consolidation is top of mind
-  **Consolidate invoicing, budgeting and improve cost control** which on SaaS is an issue in general
-  **Leverage existing/new agreements with ISVs and incorporate MACC benefits** within
-  **Drive self-service with most control through Private Azure Marketplace**

Benefits to the Customer

Which Cloud Marketplace buyer benefits are most important to you?

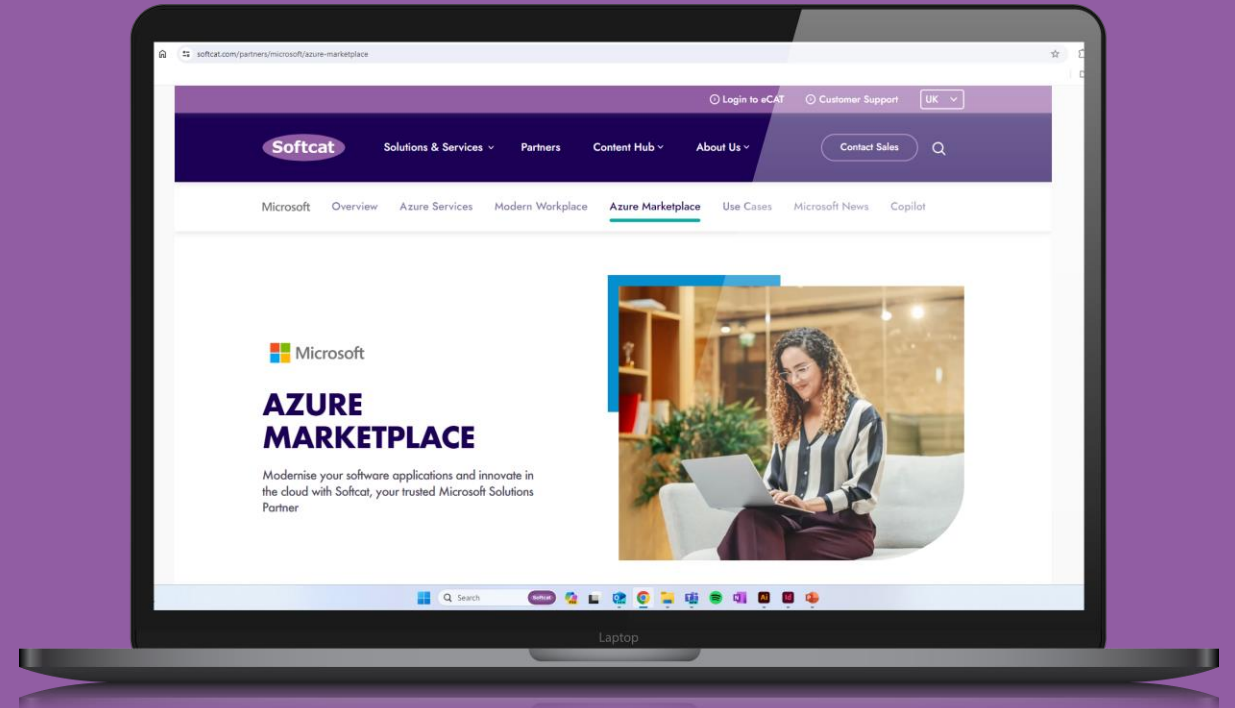


Benefits to the ISV

Why did you initially decide to list on a Cloud Marketplace?



30 YEARS OF PARTNERSHIP



FORTINET®

VERITAS™

NUTANIX


CISCO
Partner

 rubrik

 VARONIS


nerdio

 veeam

**WHAT
VENDORS
ARE WE
WORKING
WITH?**

AZURE MARKETPLACE FEATURES



Streamline Procurement

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

Support Across the Procurement Stages - Find, Demo, Try, Buy

Procure at Speed by using Existing Pre-agreed Microsoft

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

Allow you to Focus on Strategic Suppliers



MACC Decrement & Flexible Deal Making

Derisk your existing MACC Commit

with 100% of Licence cost being decremented

Unlock future MACC Microsoft Savings though consolidating spend

Flexible Deal Making & Terms

- Public Offers
- Private Offers
- Multi-Year 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 to govern purchases

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)

CO-SELLING WITH MICROSOFT

Satya Nadella

“Microsoft has always been a partner led company and will always be a partner led company”



**SELL TO UK & CANADA CUSTOMERS
PRIVATE PREVIEW STARTING MAY 2024**

MULTIPARTY PRIVATE OFFERS

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

Launched to US customers in July 2023

100%

**of purchases count towards
customers** cloud consumption
commitment

For Azure Benefit Eligible offers

WHAT'S NEXT?

MICROSOFT CLOUD MARKETPLACE ADOPTION FRAMEWORK FOR CUSTOMERS

1

EDUCATE

The Customer understands Cloud Marketplace principles, and the basics & benefits of the Microsoft Cloud Marketplace.

2

ENABLE

The Customer understands Marketplace functionality and how it can apply to their own procurement strategy.

3

DISCOVER

The Customer builds a time series list of potential ISVs solutions they want to purchase

4

ASSESS

The Customer understand which solutions are available on Marketplace and when & how they can be purchased.

5

TRANSACTION

The Customer starts the transaction process

THANK YOU

