Microsoft

Spend smarter, move faster:
Get started with the Microsoft commercial marketplace

Document includes:

- Facing the new wave of cloud challenges
- Simplify through the marketplace
- Strategies for adoption
- Resources to get started

This document helps outline how your organization can align its tech buying to its Azure strategy to simplify tech buying and accelerate innovation.

Estimated reading time: 7 minutes

Last update: February 2025

Facing the new wave of cloud challenges

With increasing reliance on the cloud, organizations need more and more cloud-based services to support a variety of needs. This surge creates new challenges as tech-buying expands beyond IT. Every role and job function now relies on a discreet set of cloud and AI-based solutions. This creates new challenges such as:

Siloed procurement

Complexity in vendor management

Redundant solutions

Overspending and SaaS sprawl

Heightened governance and security risks

The speed of AI adoption exacerbates these issues, placing pressure on organizations to spend efficiently while rapidly acquiring the solutions needed to stay ahead in an ever-changing market.

72%
have adopted AI in at least 1 business function.[1]

67%
expect to spend more on AI in the next 3 years.[1]

99%
have challenges scaling or operationalizing AI.[2]

Sources:
1. McKinsey, The state of AI in early 2024: Gen AI adoption spikes and starts to generate value, 2024
2. IDC Whitepaper, The Business Opportunity of AI

Simplify through the marketplace

Cloud marketplaces are gaining popularity as an opportunity to streamline cloud portfolio management across organizations. The Microsoft commercial marketplace supports customers in managing their Microsoft and partner solutions from a single source. Customers unlock the most value when they align their Azure cloud strategy to the marketplace.

As noted by analyst IDC:

IDC

"Consider the Microsoft commercial marketplace for all your Azure cloud-based Microsoft products and services to be able to seamlessly draw on your committed cloud spend and easily install vetted and compatible solutions."

IDC MarketScape:

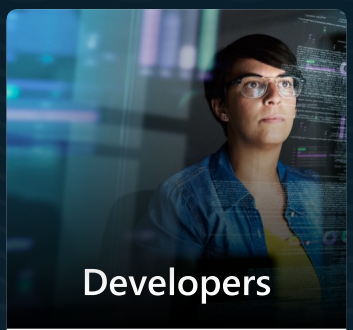
Worldwide Cloud and Applications-Centric Marketplaces 2023 Vendor Assessment, December 2023

The marketplace offers a centralized view of cloud investments to help organizations increase efficiency, buy with confidence, and spend smarter. With tech needs expanding beyond IT, the marketplace supports business leaders and the buying office to support the demands of innovation while balancing business requirements.



IT roles

IT decision makers are historically involved in technology buying decisions but are feeling increased pressure to optimize budget and align teams.



Developers

Developers are challenged in getting the solutions they need to ship code faster while staying aligned to their organizational requirements.



Business leaders

Business decision makers feel more pressure to innovate than ever before and need easy access to solutions that solve the challenges of today and tomorrow.



Buying office

With cloud budgets growing, organizations need buying offices to help manage costs to maximize investments.

IT roles



IT teams can simplify their organization's cloud portfolio and evaluate investments based on consumption, while having peace of mind knowing vendor solutions are pre-certified to deploy on Azure seamlessly.

Key opportunities within the marketplace

Unified view:

Evaluate your cloud portfolio based on consumption and have the flexibility to turn solutions on and off as business needs change. Purchases are consolidated to your Azure invoice for a single view of investments.

Decrease time-to-value:

Know that vendor solutions acquired through Azure, using the marketplace, are pre-configured to deploy seamlessly and adhere to Microsoft certification policies.

Developers



Developers require a variety of tools and applications, so they can maximize their time to ship the code they need. The marketplace has thousands of solutions tailored for developers. They benefit from knowing marketplace solutions deploy quickly and securely, including directly from Azure and Azure AI Foundry – an advantage they can pass along to management teams when solutions undergo detailed vetting.

Key opportunities within the marketplace

Comprehensive catalog:

Access thousands of leading solutions from vetted Microsoft partners in one central catalog. The catalog has everything from analytics and infrastructure to security and AI, and it continues to grow. There's been a 163% increase in AI offers listed alone.

Evaluate solutions:

With try before you buy and proof-of-concept options, developers can evaluate solutions to ensure they align with their technology requirements before further committing.

Business leaders



Every business feels pressure to accelerate innovation. Speed-to-market to stay ahead of the competition is top of mind with an ever-growing need to get niche industry solutions. In a Total Economic Impact™ study, Forrester Consulting found the Microsoft commercial marketplace reduced employee effort required for each procurement engagement by 50%.[1]

Key opportunities within the marketplace

Align teams:

Get teams on the same page. Through the marketplace, business leaders can centralize the tools needed to solve business challenges. Teams can test solutions with limited licenses and then invest after solutions have been thoroughly vetted.

Unlock data:

SaaS sprawl is a real challenge today, and the power of cloud services will remain broken without a unified data strategy. By consolidating through the marketplace, business leaders have confidence that solutions run on Azure, to unlock the insights they need to push their business forward.

1. The Total Economic Impact™ of the Microsoft commercial marketplace, Forrester Consulting, commissioned by Microsoft 2023

Buying office



Procurement or team members in the buying office can make cloud investments stretch further by consolidating cloud purchases through the marketplace.

Key opportunities within the marketplace

Maximize investments:

Microsoft automatically counts eligible purchases towards an organization's Azure consumption commitment, once an organization fulfills its commitment, they earn discounts on Azure infrastructure. Because of this benefit, Forrester Consulting found the marketplace helped customers optimize their Azure cloud budget, recapturing up to 50%[1] of at-risk spend.

Simplify onboarding and billing:

Microsoft pre-vets all partners and solutions so when an organization purchases, they're buying from Microsoft—a vendor they know and trust. Marketplace purchases are included in the Azure invoice through their customer agreement. Forrester Consulting found that using the marketplace reduced time required to onboard new vendors by 75%.[1]

1. The Total Economic Impact™ of the Microsoft commercial marketplace, Forrester Consulting, commissioned by Microsoft 2023

Strategies for adoption

Adjust your cloud investments according to your own organization's specific needs. Here are some scenarios that can help you with your marketplace journey:

IT roles: Shift workloads to the marketplace

Often, IT managers lock in vendors for multiple years to secure better pricing. For renewals on the horizon, or to migrate on-premises solutions with BYOL (bring your own license), evaluate if the vendor has the solution offered in the marketplace, and if so, consider shifting that workload to the marketplace.

The value

By using a proven solution and migrating the workload to the marketplace, centralize your investments and optimize consumption. Additionally, if the solution is "Azure benefit eligible" the purchase can count towards a cloud consumption commitment.

Top IT picks

1. **Informatica**
Informatica Intelligent Data Management Cloud

2. **NetApp**
NetApp Cloud Data Sense for Cloud Volumes ONTAP

3. **Palo Alto Networks**
Cloud Next-Generation Firewall

Developers: Test the waters

Shop the marketplace to evaluate solutions with videos and peer reviews. Organizations can get trials, free solutions, proof-of-concept options, or buy a few low-cost licenses for teams to test.

The value

Understand if a solution is right for your technical requirements before recommending it for detailed vetting.

Popular AI offers

1. **Pinecone**
Pinecone vector database

2. **Mistral AI**
Mistral Large LLM

3. **Cohere**
Cohere Command R+ LLM

Strategies for adoption

Adjust your cloud investments according to your own organization's specific needs. Here are some scenarios that can help you with your marketplace journey:

Business leaders: Get niche solutions you need

As a line-of-business leader, you need unique solutions that support your industry requirements. Nearly half of the marketplace catalog contains line-of-business applications. Curate what you need by creating a private Azure marketplace to keep teams on the same page.

The value

Evaluate solutions your organization is using and create a list of pre-approved solutions team members can easily access. Marketplace permissions align to Azure. If a team member requests a solution that is not approved, they can easily request it, empowering innovation with the right guardrails.

Innovative industry applications

1. **Backbase**
Backbase Engagement Banking Platform

2. **Siemens**
Siemens NX

3. **Teladoc Health**
Solo Enterprise Virtual Care Platform

Buying office: Evaluate cloud investments

If your organization has a cloud consumption commitment, it's beneficial to cross-reference for 'Azure benefit eligible' vendor solutions on the marketplace. Calculate investments made on and off the marketplace and estimate a budget your organization is currently spending against. Using these insights, work with your Microsoft account representative to renew or attain a Microsoft Azure consumption commitment to centralize cloud purchasing and maximize the value of your investments.

The value

If your organization buys through the marketplace and purchases “Azure benefit eligible” vendor solutions, it has the opportunity for tremendous cost-savings on your Azure infrastructure.

Maximize investments

1. **Fivetran**
Fivetran Data Pipelines

2. **Fortinet**
FortiGate Next-Generation Firewall

3. **HashiCorp**
HashiCorp Terraform (Cloud and Enterprise)

Resources to get started

As cloud complexity increases, the Microsoft commercial marketplace simplifies tech B2B buying for the entire organization.

Use the following resources to help navigate the marketplace.

Get the basics at: Azure.com/Marketplace

Documentation for the marketplace

As an extension of Azure, the marketplace is integrated into the Azure portal, creating a convenient discovery experience of Microsoft and partner solutions.

Learn more

Maximize value with an Azure consumption commitment

100% of all "Azure benefit eligible" solution purchases count toward a cloud consumption commitment without a cap or limit to the amount.

Learn more

Get negotiated pricing and custom terms using private offers

Use private offers to get negotiated pricing, and custom terms from a SaaS provider or have a channel partner procure solutions on your behalf with a multiparty private offer.

Learn more

Align teams and safeguard investments

Create a walled garden of only approved Microsoft partner solutions to mitigate the risk of unauthorized purchases with a private Azure marketplace.

Learn more

Simplify billing through a single invoice

Receive a single, consolidated monthly invoice from Microsoft that includes Azure charges and all marketplace purchases.

Learn more

Analyze and manage costs

Use Microsoft Cost Management for a unified view of your entire cloud estate, including Microsoft and partner solutions acquired through the marketplace.

Learn more