

# Microsoft – BBVA Workplace and Azure Day



# Agenda

- Azure SaaS (Marketplace) 30' Óscar P.
- Azure Arc (Multi-Cloud) 30' Aure.
- Azure Virtual Desktop y W365 30' Aure + Íker.
- Windows 11 Enterprise 20' Íker

## BREAK

- Microsoft ENTRA (Azure AD) 45' Víctor
  - ¿Qué es?
  - Azure AD
  - Zero Trust
- EMS: gestión de dispositivos e identidad 50' Íker
  - Microsoft Intune
  - Qué es MEM | Roadmap de Producto
  - MDM Multiplataforma
  - Co- Management
  - Gestión de Dispositivos Móviles
  - Modern Management
  - Autopilot Demo
- Q&A | Sigüientes Pasos



# Microsoft Azure Marketplace

Oscar Paniagua  
Mayo 2023



# Purchasing and governing software has never been more complex

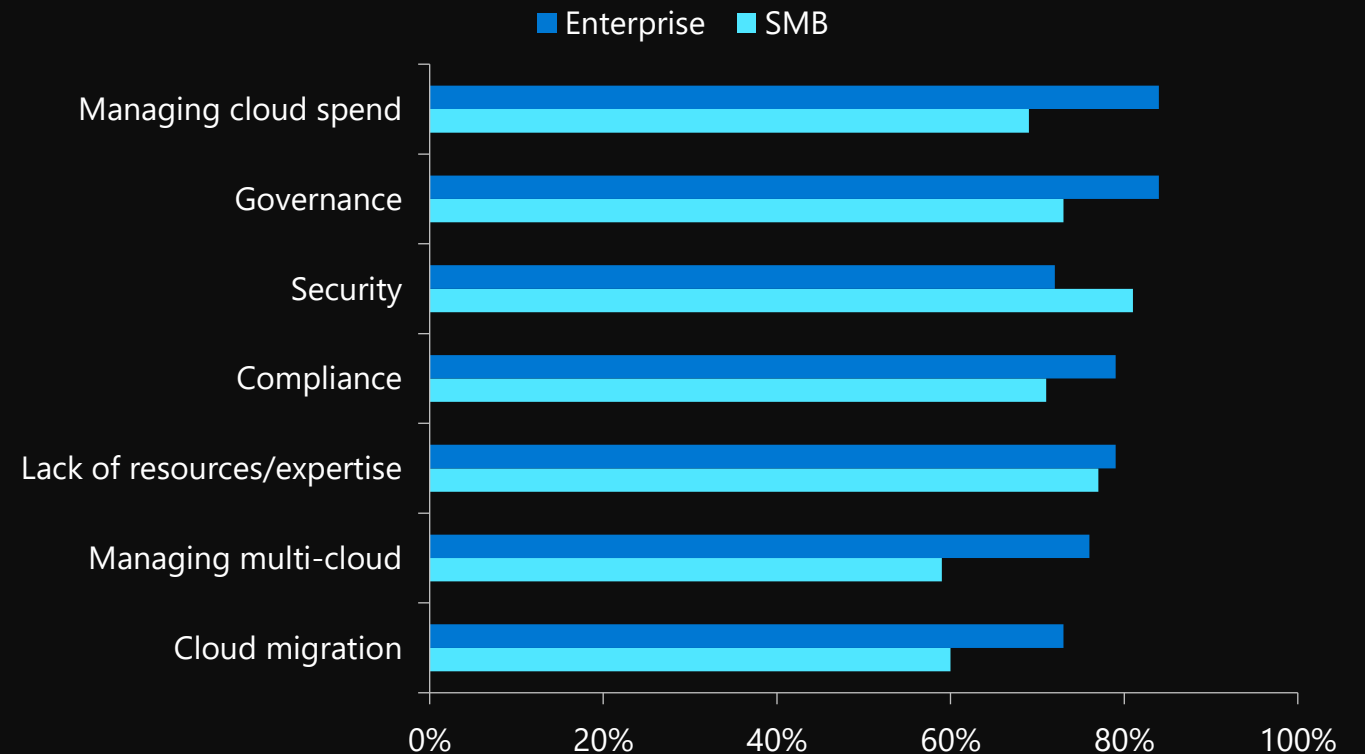


Successful cloud management requires a balance between self-service enablement and governance

**Gartner**

4 Lessons Learned from  
Cloud Infrastructure Adopters  
June 30<sup>th</sup>, 2020

## Challenges managing software needs



RightScale 2019 State of the Cloud Report from Flexera

changing...



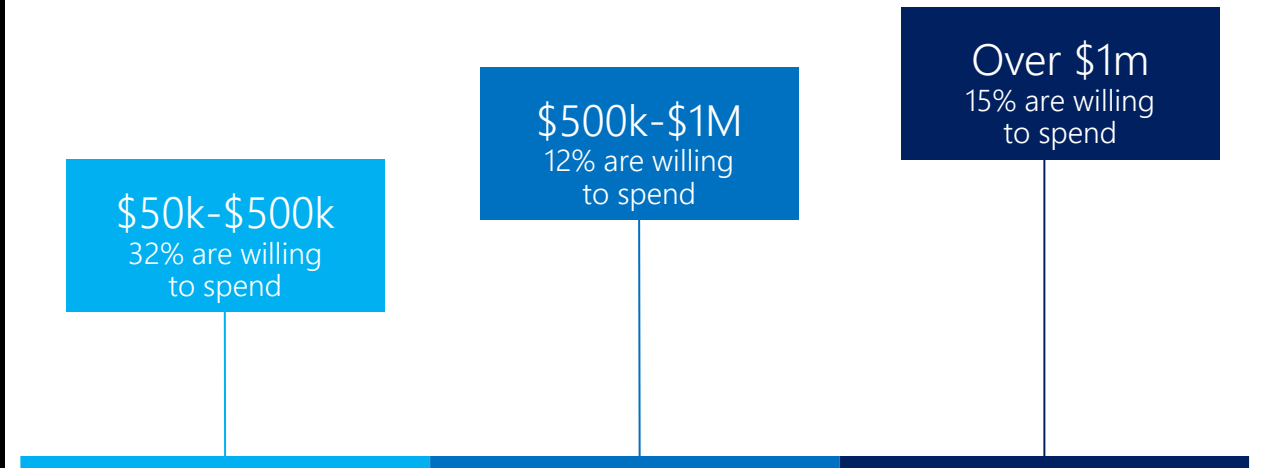
...and they are willing to **spend big** using remote or self-serve

97%

of B2B buyers might make a purchase in a fully end-2-end, digital self-serve model

~60%

would spend more than \$50,000 on completely self-serve or remote interaction



Source: McKinsey COVID-19 B2B Decision-Maker

# Microsoft's commercial marketplace allows you to find, try and buy new functionality

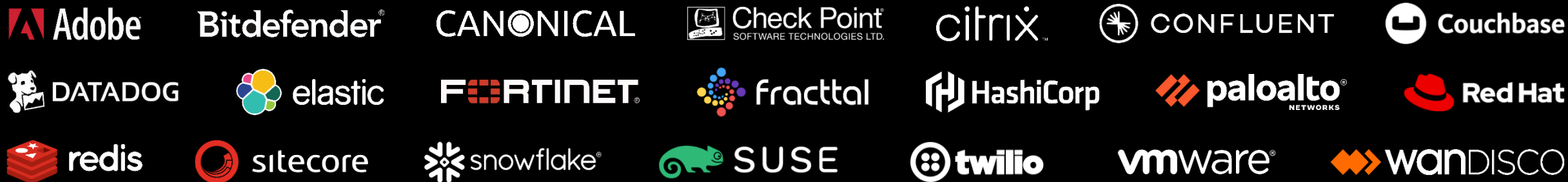


Empowering customers  
to innovate and be future-ready

30,000+

offers to support customers  
in extending and innovating  
their IT portfolio

The most comprehensive  
marketplace on the planet



Agriculture	Financial Services	Government	Healthcare	Hospitality & Travel	Manufacturing	Nonprofit & Public Sector	Sustainability
Agworld	cloudneeti	AvePoint®	CentralLogic	GeoVictoria	datanomix®	CEM Business Solutions	AXONIZE
folio3	HAMILTON CORE	avtex	hyro+	Dynamic Objects	TWINTHREAD	qaddress® Data Quality	OrxaGrid
agrivi	codat	XEELO	Questica	UICROWD	SOFTTOOLS	the good exchange	Vigyanlabs
agtools	Mifos	RedMane TECHNOLOGY	theator	PROS.	toolsgroup	Apptivo	KONsys
smag SMART AGRICULTURE	DATAVISOR	iGlobe	innovaccor	GimmOnix	Wippit BETA	Liveware	evaluate8 SUSTAINABILITY
ABB	MATILLION	v lex	mazikcare	bizagi	SUPPLY CHAIN WIZARD	Hi Consulting Tunisie	ecovadis
maptaskr™	eBaoTech	officeatwork®	spanPDP Personal Data Protector	LAZARILLO	THROUGHPUT INC	QUADRANT RESOURCE	ESGE Techedge Group
annata	xero	beyondkey™	mozzaz care everywhere	CETERIS	MAJK SYSTEMS	Precedent HR Setting the standard	Cogneum
Hitachi Vantara	zscaler™	High-Five	zegami	bi&mart	INTRASTAGE	everteam	Stratsys



# Commercial marketplace delivers the best apps to customers 24/7



Two storefronts with user focus



Industry applications



Line of business applications



Productivity applications



Category and workload building blocks for Azure

Microsoft AppSource

Azure Marketplace



Microsoft 365



Microsoft  
Power Platform



Microsoft  
Dynamics 365



Microsoft  
Azure

# Customer Benefits of Azure Market Place

# Why Customers are procuring Apps via Microsoft Commercial Marketplace



## FinOps & Procurement

- **Procure at Speed** - *One Invoice, One Contract, Standard Contracts, COTS to Enterprise.*
- **Align to Existing Frameworks** (e.g. MCA, MACC, CSP etc)
- **Visibility/Control/Savings** – for ISV/SaaS Spend (shadow IT)
- **Link App Costs to Cloud Costs** with Azure Cost Management
- **Focus** on Strategic Suppliers



## MACC Decrement

- **Derisk** your MACC Commit, with 100% of Licence cost being decremented for eligible solutions
- **Unlock future Microsoft Savings** through consolidating spend



## Accelerate Time to Value & Innovation

- **Find, Try & Buy** Apps for ALL your needs globally
- **Accelerate Time to Deploy** - allowing you to respond to the needs of the Business
- **Innovate** at Speed with improved engineering productivity



## Operational Alignment & Control

- **RBAC** (Roles Based Access Control) to govern purchases
- **Microsoft Certified** Apps give you 'peace of mind'
- **Private Marketplace** for 'pre-approved' apps
- **Azure Cost Management** to align cost to your business

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## Which Cloud Marketplace buyer benefits are most important to you?

48%

Draw down on committed spend with Cloud Providers

46%

Simplify vendor management

44%

Consolidate IT spend

43%

Accelerate time-to-value

41%

Fast access to tools

33%

Volume-based discounts



## Operational Alignment & Control

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# Mini Tour and Marketplace Concepts

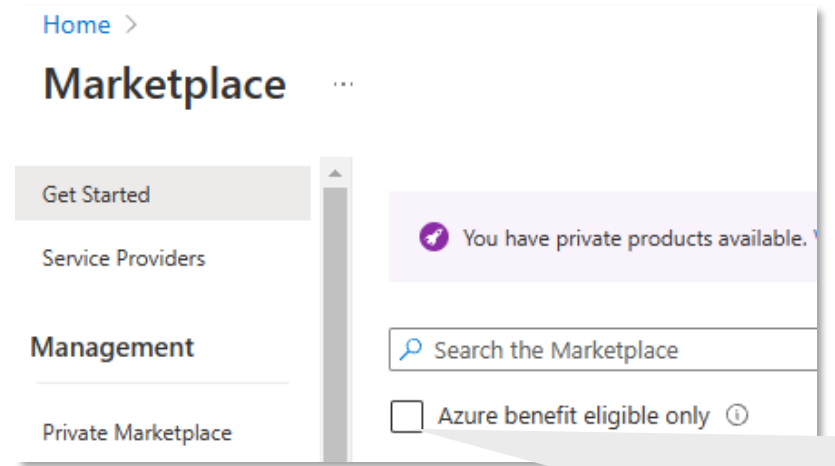


# Show Marketplace

Public vs. Portal

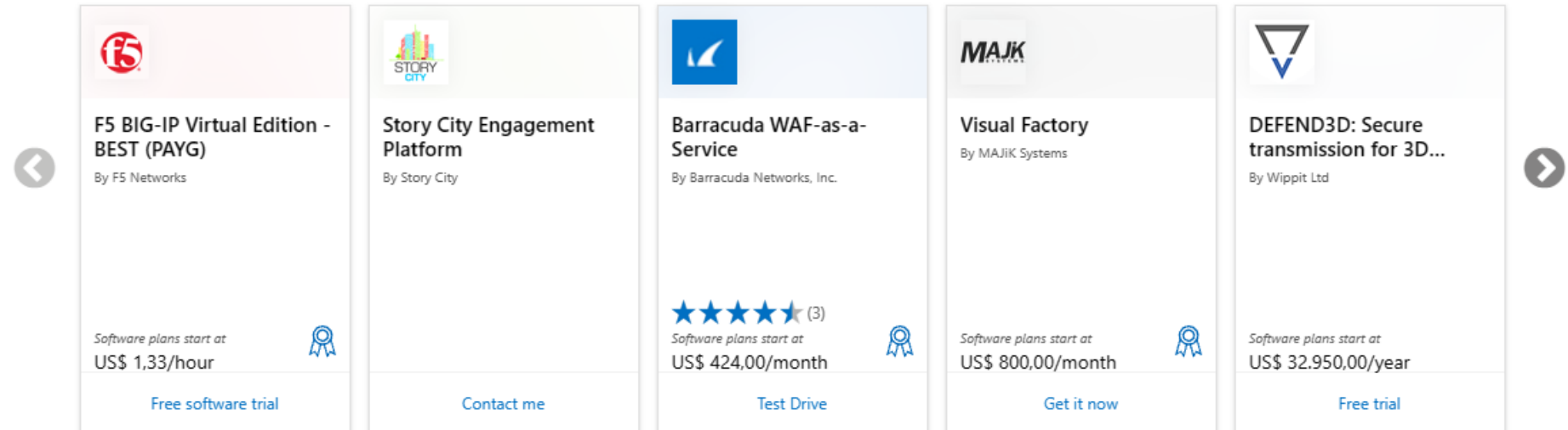
Azure Benefit Eligible Only

Offer types



Shows 3rd P solutions that decrement against customers MACC

## Featured apps



# Private offers

- Allows you to negotiate personalized T's and C's
- You can negotiate pricing with ISV
- ISV can tailor their Virtual Machines, Azure Applications, and software as a service (SaaS) to meet your needs
- Look for the blue label "Private" to find your private plan in Azure portal and Microsoft AppSource
- Only eligible users will see the private plans available to them

Marketplace

Private Marketplace

Search by offer or publisher name

Private Offers

Showing 1 to 20 of 135 results.

Private

SyHealth™ Clinical Natural Language Processing

SyTrue

SaaS

SyHealth™ - The Gold Standard in Clinical Natural Language Processing (NLP)

Private

Apache Kafka® on Confluent Cloud™

Confluent

SaaS

Fully managed event streaming platform powered by Apache Kafka

Private

MarketplaceAPIaaSOfferP...

ISVTestUKLegacy

SaaS

MarketplaceAPI SaaS Per User Test Offer

Private

Azure Cache for Redis Enterprise & Flash

Redis Labs

SaaS

Azure Cache for Redis, Enterprise & Flash

Private

internaltest-prod-vm-vm-h1029-2

Test PMC 2 PC

Virtual Machine

A single sentence summarizing the purpose or function of the offer

Private

SAT Test Offer SaaS

THTEST

SaaS

test offer

Private

Seats test offer application

SEAS Software

SaaS

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Private

VeriChannel as a Service

VeriPark

SaaS

Launch your Digital Bank on Mobile in Less than 90 Days!

Private

Datadog Private Plan

Datadog

SaaS

Monitor your servers, clouds, metrics, and apps in one place.

Private

Cloud Manager- Deploy & Manage Cloud Data Services

NetApp

SaaS

Start here to deploy and manage Cloud Volumes ONTAP, Cloud Tiering, Cloud Compliance & Cloud

Private

Marketplace+ + Confluent Dev Offer

ISVTestUKLegacy

SaaS

test summary

Private

Marketplace Integration Test LiftR

ISVTestUKLegacy

SaaS

Marketplace Integration Test LiftR summary

Microsoft | AppSource Apps Consulting services Co-Sell

Search AppSource

Private plans > Contoso for Office 365

Contoso for Office 365

Contoso

Web app

Private Free trial

★★★★★ 5 (18 Ratings)

Get it now

plans

Overview Plans + pricing Reviews Details + support

Plan	Description	Monthly price	Yearly price
Private Contoso Pro Starter Pack	Contoso Pro starter pack includes 5 licenses with a 12 month subscription		First month free, then \$120.00/user/year
Private Basic : Contoso > Plan	Up to 50 users, price per user per month based on a yearly subscription and a minimum order of 5 user.	First month free, then \$2.00/user/month	

# ISV applications on Marketplace today

The **Microsoft Commercial Marketplace** operates on an agency model, whereby publishers set prices, Microsoft bills customers, and Microsoft pays revenue to publishers.

## 1 Listing Type [Guidance](#)



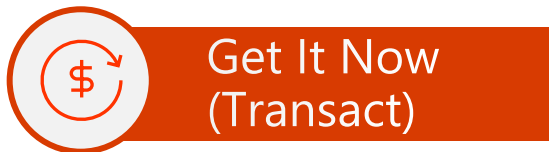
## 2 Transact Type [Guidance](#)



## 3 Pricing Plans [Guidance](#)



## 4 Go-to-Market [Guidance](#)



**Virtual Machine (VM) Offer**

- Single VM Image
- Deployed in Customer Azure Subscription
- ISV Examples [here](#)

**Azure Managed Application Offer**

- Composes multiple Azure services
- ARM Deployed in Customer Subscription with ISV delegated access rights
- ISV Examples [here](#)

**Software as a Service (SaaS) Offer**

- SaaS-like service
- Deployed in ISV Azure Subscription
- ISV Examples [here](#)

1. Usage-based pricing:

- per core,
- per core size,
- per market and core size.

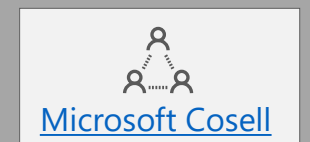
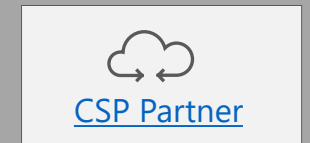
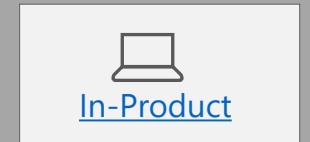
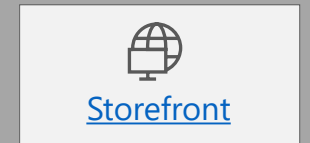
1. Flat rate (monthly)  
2. Dimension-based pricing

- [Metering service dimensions](#)

1. Flat rate (monthly or annual, multi-year)  
2. Per user  
3. Dimension-based pricing

- [Metering service dimensions](#)

### Routes to Market



# Get Started Today

Use for technical audience  
focused on Azure Marketplace

Explore Azure Marketplace  
[aka.ms/AzureMarketplace](https://aka.ms/AzureMarketplace)

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Learn more  
[aka.ms/MarketplaceMSLearn](https://aka.ms/MarketplaceMSLearn)

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Private Azure Marketplace  
[aka.ms/PrivateAzureMarketplace](https://aka.ms/PrivateAzureMarketplace)

