A Buyer’s Guide to Microsoft AppSource and Azure Marketplace

This document provides an overview of how to find, try, buy, and deploy the cloud solutions you want from Microsoft AppSource and Azure Marketplace.

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What are Microsoft AppSource and Azure Marketplace?

Microsoft AppSource and Azure Marketplace are online marketplaces that connect you with software and services from industry-leading providers, including Microsoft and certified Microsoft partners.

**Microsoft AppSource** is our marketplace for business apps and technologies. It offers an extensive catalog of software as a service (SaaS) applications; solutions built for Dynamics 365, Microsoft 365, Power BI, and Power Apps; and consulting services from certified Microsoft partners. The Microsoft AppSource product catalog can be accessed via the web at [https://appsource.microsoft.com](https://appsource.microsoft.com), as well as through the in-product experience in Microsoft 365, Dynamics 365, and Power Platform.

**Azure Marketplace** offers cloud apps and tools for IT pros and developers building solutions on Azure. It features SaaS solutions, Virtual Machine images, Azure applications (either deployed or fully managed), container images, IoT solutions, and Azure Managed Services and Consulting Services from Microsoft certified partners. The Azure Marketplace catalog can be accessed on the web at [http://azuremarketplace.microsoft.com](http://azuremarketplace.microsoft.com). It can also be accessed within the Azure portal, allowing you to deploy seamlessly into your Azure account. To find, try, buy, and deploy in the Azure portal, select the “Create a resource” function to open Azure Marketplace. You can also search for “marketplace” and pin it to the menu on the left.

Solutions from the marketplace may also be available from Microsoft resellers in the Cloud Solution Provider program. If you do prefer to purchase from a reseller please contact your partner directing on product availability.

Find what you need

Both Microsoft AppSource and Azure Marketplace offer simple search and filtering options to help you find what you’re looking for quickly. Search solutions by vendor, product name, or keywords through the top-of-page search bar. Use filters to help you narrow results based on free trial availability, pricing model, ratings, provider, operating system, and product type (specific filters vary by marketplace). Azure Marketplace and Microsoft AppSource also organize products into categories. On Azure Marketplace, you’ll find technology and functional categories, from artificial intelligence and machine learning to DevOps and blockchain. On Microsoft AppSource, categories are based on business functions like collaboration and marketing, as well as on industries like agriculture and manufacturing.
Take action
Every listing in Microsoft AppSource and Azure Marketplace supports one or more of the following actions:

**Get It Now:** Purchase the solution immediately.

**Test Drive:** Explore a curated demo. A test drive doesn’t use your production data or environment but allows you to determine whether the solution meets your business need.

**Free Trial:** Initiate a free trial to evaluate a solution in production, using real data and/or users.

**Contact Me:** Ask the publisher to contact you so that you can purchase the solution directly from them.

What you’ll need to make a purchase
To purchase from Microsoft AppSource, you’ll need an Azure Active Directory account, also referred to as a work or school account. If your organization uses Office 365, your normal email address will suffice. If you don’t have one of these accounts, the purchase flow will prompt you to sign up, which is free. SaaS subscriptions on Microsoft AppSource are purchased using a credit card at the time of signup. When you click Get It Now on the offer page, you are prompted to select the plan and number of licenses, and then you enter credit card information and billing address. Microsoft AppSource accepts VISA, American Express, Mastercard, and Discover cards. Learn more about [purchasing on Microsoft AppSource](#).

To deploy resources and SaaS solutions from Azure Marketplace, you’ll need an active Azure subscription with an associated payment method. If you have an Azure subscription already, you’ll be prompted to authenticate as part of the purchase or deployment flow; if you don’t have an active Azure subscription, you’ll be given a link to create one, which includes entering credit card information for payment. Products purchased through Azure Marketplace are automatically added to your Azure bill and charged to the payment method associated with that account. This can be a credit card or invoicing. Learn more about [Azure Marketplace charges in the Azure portal](#).

To complete a purchase or deploy and configure resources, you’ll need to have appropriate permissions within the Azure subscription. Azure operates on a Role Based Access Control (RBAC) model, and your account needs subscription owner or contributor rights. Learn more about [Azure RBAC permissions](#).

Azure Marketplace purchases can be controlled and governed by your organization, and if any of these configurations are in place, you may be unable to make a purchase. Azure Policy enforces rules and effects over your resources to ensure compliancy with corporate standards. To confirm whether policies are applied, open Azure Policy and check the Assignments and Definitions. Similarly, the Cost Management service can be configured for cost savings, including restriction on Azure Marketplace paid offerings. To validate whether Azure Marketplace purchases are disabled, access the Cost Management + Billing service, select the relevant Billing Profile, and select Policies.
Private plans in Azure Marketplace

Azure Marketplace allows software providers to offer your organization a unique price or terms. To take advantage of this capability, you’d engage directly with the publisher and negotiate outside Azure Marketplace experiences. If the publisher agrees, they can create a private plan or custom amendment terms that are available to you through the Azure portal in the Marketplace tab.

To receive a private plan or custom contact amendment from a publisher, you’ll find and accept the offer within Azure Marketplace, so the requirements detailed in “What you’ll need to make a purchase” still apply. In addition, your tenant ID is necessary for a publisher to target the plan or amendment to you directly. To find your tenant ID, navigate to portal.azure.com, Azure Active Directory, and then Properties. The directory ID value is the tenant ID (for example, 50c464d3-4930-494c-963c-1e951d15360e). You can also look up your organization’s tenant ID by using your domain name URL at What is my Microsoft Azure and Office 365 tenant ID?

If a private plan has been published to your tenant, you’ll find a purple banner across the top of the Azure Marketplace tab within the Azure portal. Click the banner to view the private plans available (you can identify a private plan by the “Private” icon in the right corner of the offer card).

Subscription management

Resources deployed into your Azure subscription are managed just like other Azure resources within the portal, via powershell, or via command line. Stopping or deprovisioning the resource will end consumption and associated charges will stop accruing. Governance of resources deployed through the Azure Marketplace is achieved using Azure Policy and Role Based Access Control permissions.

SaaS subscriptions obtained through Azure Marketplace are managed in the SaaS pane of the Azure portal. You can access this page by searching for “SaaS” in the search bar within https://portal.azure.com. SaaS subscriptions obtained through Microsoft AppSource are managed in the Microsoft 365 Admin Center at https://admin.microsoft.com. This is where you increase or decrease license volumes, cancel subscriptions, and manage credit cards for payment. Learn more about managing subscriptions in Admin Center. Access and product configurations are managed within the application directly.

For Microsoft 365 Apps, we recommend that you engage your IT admin to deploy SaaS and add-ins together at department or organization level if you are purchasing for your department or organization. For details, please read this article on how to manage and deploy Microsoft 365 Apps from partners in the Microsoft 365 admin center.
Certification and security
Every product available in Microsoft AppSource and Azure Marketplace has been certified according to specific criteria. We still encourage you to review each product carefully to ensure it meets your organization’s unique requirements. Read the certification policies for details on what we review for each product type. Microsoft 365 apps have an additional certification and attestation process.

Terms and conditions
The software vendor defines the price, end user license agreement, and privacy policies. Microsoft policies regarding purchasing, billing, and data handling are outlined in the Azure Marketplace terms.

Every offer on Microsoft AppSource and Azure Marketplace includes links to the publisher’s license agreement and privacy policy. Acknowledging these agreements, as well as having an opportunity to view them, is part of the purchase flow.

Microsoft has developed a Standard Contract, which publishers can choose to use for standardization and to simplify your procurement and legal reviews. Publishers are also given an opportunity to apply amendments universally or on a per-customer basis to tailor the Standard Contract.

Reviews
On every product page, you’ll find ratings and reviews from other customers. Ratings use a 5-star scale, and the average rating is displayed on each offer card. Verbatim reviews are also available so that you can learn about other customers’ experiences. Once you’ve purchased a solution, you too can leave a rating and review to help other customers make decisions.

Support
For support with Azure Marketplace purchases or Azure subscription billing, please submit a support ticket through the Azure Portal, or review Azure support FAQs.

For support with AppSource purchases or the Microsoft admin center, please submit a support ticket through the admin center.
Frequently asked questions

Can I cancel a purchase for a refund?
License-based subscriptions can be cancelled for a full refund during the grace period. For monthly subscriptions, the refund period is 24 hours, and for annual subscriptions, the refund period is 14 days. After this time, cancellation is treated as disabling auto-renew at the next billing cycle.

Consumption-based purchases are non-refundable, and you are charged based on your usage after it occurs.

Can I change my subscription midterm?
SaaS solutions may support upgrade or downgrade functionality within the software directly.

Do my Azure credits apply?
Pre-payments and sponsorship such as Azure credits cannot be applied to agency offers sold by non-Microsoft entities through Microsoft AppSource and Azure Marketplace.

What’s the difference between a test drive and trial?
Some offers include test drive functionality, which is a curated demo experience. Test drives are non-production environments that are deprovisioned after a set period when the demo is complete. Trials are full production experiences that bill at zero cost until the trial period completes, at which point it converts to paid with no change in product experience.

Is Azure Marketplace available in Azure Government?
Yes, software vendors can configure VM images and Azure apps to be available in the Azure Government regions. As an Azure Government customer, you can access the Marketplace tab within the Azure portal.

Appendix A: delivery methods
Microsoft AppSource and Azure Marketplace provide access to products built on, integrated with, or deployed on Microsoft’s cloud. From standalone multi-tenant software with Microsoft 365 to niche industry solutions to broadly relevant IT management tools, there’s a product type to support your business and mission objectives.

Software-as-a-Service
To ensure a seamless experience from purchase through provisioning, we require that SaaS apps support Azure Active Directory single sign-on. Upon purchase, you’ll be routed to the provider’s website to complete setup.

SaaS pricing models include flat rate, per user, and metered consumption, and each can be monthly or annual pricing commitments. One-month trials that automatically convert to a paid subscription are also possible.
Virtual machine images
Virtual appliances are packaged as VM images that must be compatible with Windows or Linux operating systems. These are in Azure Marketplace and not Microsoft AppSource due to the dependency on an Azure plan. Your bill from Microsoft includes the cost of the ISV’s software as well as Azure consumption.

VM images are priced by hourly consumption on a per core basis and may be a consistent cost or variable according to VM type. One-month and three-month trials that automatically convert to paid consumption are also possible.

Azure applications
Azure applications automatically deploy resources into your Azure account. Although the Azure application itself is free, you’re responsible for the cost of Azure consumption and any paid VM images deployed by the Azure application.

Managed applications
Technically a sub-category under Azure applications, the managed application is deployed within your Azure account, but the ISV retains management permissions. In fact, you can view the resource group and resources that are created but cannot modify them. This enables a fully managed service or extension of a SaaS solution into your Azure tenant. However, unlike SaaS, you pay for the Azure infrastructure consumption. Due to a dependency on your Azure account, managed applications are available in Azure Marketplace but not Microsoft AppSource.

Managed applications are priced as a monthly flat fee and may include additional billing dimensions. Additionally, like an Azure application, VM images deployed by the managed application can include a software cost.

Containers
Container offers are Docker container images that are provisioned as a Kubernetes-based Azure container service. The container image is based on the Docker image specification, built from a Dockerfile, and hosted in an Azure Container Registry repository. Learn more about Docker image specifications and Dockerfiles and working with the Azure Container Registry.

Container offers are free or Bring Your Own License models. They’re available in Azure Marketplace and deployed directly into your Azure account.

IoT Edge modules
Azure IoT Edge modules let you deploy and manage business logic on internet-connected devices in the form of modules. Azure IoT Edge modules are the smallest computation units managed by IoT Edge and can contain Microsoft services (such as Azure Stream Analytics), 3rd-party services, or your own solution-specific code. To learn more about IoT Edge modules, see Understand Azure IoT Edge modules.

IoT Edge modules are available in Azure Marketplace and are not transactable through Microsoft yet.

Managed services
Azure managed services seamlessly provision the MSP into your Azure tenant with the appropriate permissions to deliver their services. When you select the service offering of your preference and go through the deployment process, you’ll define the resource group to which the provider will receive
access, and permissions are provided to user accounts within the provider’s directory that they’ve defined.

To ensure that Microsoft is presenting customers with highly qualified services offerings, we require that publishers maintain a silver or gold level competency in Cloud Platform. Managed services are not transactable through Microsoft yet.

Consulting services
To help ensure success implementing business solutions, understanding complex technology, and developing software, service providers offer assessments, workshops, implementations, and custom development services. You’ll find services aligned to industry, technology categories, and specific products.

To ensure that Microsoft is presenting customers with highly qualified services offerings, we require that publishers maintain a silver or gold level competency in the relevant capability area. Consulting services are not transactable through Microsoft yet.

Teams apps
Microsoft Teams is a hub for teamwork in Office 365 that allows people to chat, meet, call, and collaborate all in one place. Microsoft Teams integrates with hundreds of leading applications to improve productivity, make decisions faster, and create collaboration around shared content and workflows.

Office add-ins (Excel/PowerPoint/Word)
Office add-ins extend Office applications and interact with content in Office documents. When you enable an Office add-in, it provides you with additional functionalities and capabilities that deeply integrate with Excel, Outlook, PowerPoint, and Word to help you achieve higher productivity and complete tasks faster and better.

Outlook add-ins
Outlook add-ins help you automate tasks and get things done right from your inbox when you view or create messages.

SharePoint add-ins
SharePoint add-ins provide additional capabilities to your SharePoint Intranets and sites to help you solve well-defined business problems.

Power BI visualizations
Visuals in Power BI allow users to see their data in new, empowering, and understandable ways. They’re easy to access and install from Microsoft AppSource. Learn more about visuals in Power BI.

Power Apps
Purchase low-code apps built on top of the Power App platform.

Dynamics 365 for Finance and Operations extensions
Microsoft Dynamics 365 for Finance and Operations is an enterprise resource planning (ERP) service that supports advanced finance, operations, manufacturing, and supply chain management. You can customize the application by using extensions. An extension enables you to add functionality to existing
model elements and source code. Dynamics 365 for Finance and Operations extensions are available in Microsoft AppSource and are not transactable through Microsoft yet.

**Dynamics 365 Business Central apps**

[Dynamics 365 Business Central](https://www.microsoft.com/en-us/dynamics365/business-central) is an enterprise resource planning (ERP) system that handles a wide range of business processes, including finance, operations, supply chain, CRM, project management, and electronic commerce. Dynamics 365 for Business Central apps are available in Microsoft AppSource and are not transactable through Microsoft yet.

**Dynamics 365 CE apps**

[Dynamics 365 CE](https://www.microsoft.com/en-us/dynamics365) provides customers with a deep understanding of their business to help digitally transform and achieve success. Dynamics 365 CE can also be integrated with other systems—or you can build the business apps you need and extend or customize the apps you already use, using the Microsoft Power Platform, which includes [Power Apps](https://powerapps.microsoft.com), [Power Automate](https://powerautomate.microsoft.com), & [Power BI](https://powerbi.microsoft.com). Dynamics 365 CE apps are available in Microsoft AppSource and are not transactable through Microsoft yet.

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**Appendix B: pricing models**

Software purchased through Microsoft follows either a consumption model or licensing model. If the solution is deployed into your Azure account through the Azure portal, it will generate Azure usage, and you’re responsible for the Azure consumption charges. SaaS solutions run in the publisher’s infrastructure, and the software company is responsible for ensuring availability as well as paying the infrastructure costs. You can find a description of the pricing model on the Plans and SKUs tab of the offer description.

**Consumption**

Products charged on a consumption model bill you according to your usage. This scenario is most common with infrastructure such as VM images, and it can also apply to Azure apps and managed apps that deploy paid VM images as part of the solution. Some SaaS and managed apps charge based on usage of unique variables (for example, emails processed, tickets resolved, premium features activated).

Some VM images provide a one-month or three-month trial period, during which time you’re billed for the underlying Azure consumption but not the VM image software cost. After the trial period expires, it will automatically begin billing based on usage of the software.

**Subscription**

Software can be purchased for a duration of time using a subscription model. Managed apps may charge a monthly fee for unlimited access. SaaS solutions can be monthly or annual durations, and they can be per-user or flat rate depending on the publisher’s preference. (In Azure Marketplace, SaaS may also charge based on usage of certain features, which follows a consumption model.)

Some SaaS apps provide a one-month trial period. Once the trial completes, it will automatically convert to a paid subscription with the billing term starting at the end of the trial.