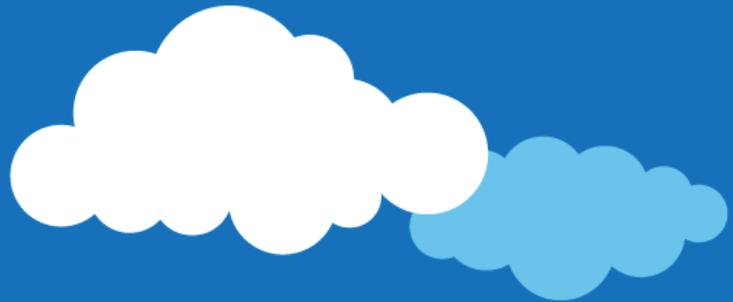


8 game-changing
things you can do in
Azure Marketplace
right now.





Introduction

The cloud connects you with a world where businesses of all sizes, from the global retail chain to the local hobby shop, run on digital experiences.

As an IT professional, it often falls to you to select, procure, and manage the cloud infrastructure, software, and services your business depends on.

It isn't always easy. The number of applications and services you need just to operate in the cloud today is huge. And it's still growing as software creators continue to innovate. Controlling costs across a long list of providers

and subscriptions takes valuable time out of your day. Meanwhile, balancing the drive to create new and better value for your business with security gets trickier all the time.

Microsoft is here to help with the Azure Marketplace, allowing organizations like yours to tap into everything the Microsoft Cloud and our vast partner ecosystem has to offer from an easy-to-use portal.

We'll look at 8 of the coolest things Azure Marketplace helps you do to make procurement and management in the cloud easier.

Start small and scale when you're ready.



The cloud offers huge potential, but a full-scale implementation of any cloud infrastructure or software requires a coordinated strategy.

With Azure Marketplace, Microsoft gives IT teams the opportunity to evaluate what's out there by starting small with the following options:

1. Take advantage of free trials: Azure Marketplace hosts thousands of applications from Microsoft and certified third-party vendors. Azure Marketplace offers options to let you “try before you buy,” including free trials of 30 to 90 days depending on the product. Access software without any upfront subscription fees, then transition seamlessly to a paid subscription after the trial concludes.

2. Test drive applications for fit: Another option within Azure Marketplace is the test drive. This is a pre-provisioned environment that lets you and your team try out the user experience and functionality of an application without uploading any data or configuring settings. A test drive often lasts a few hours once provisioned and is meant to help you decide whether an application is right for you.

Taking the opportunity to experiment with your options lets you limit upfront costs and avoid locking into any one option before you're sure it's the right one.

We'll look at 9 of the coolest things Azure Marketplace helps you do to make procurement and management in the cloud easier.

Cut down on procurement complexity.



Between multiple vendors, contracts and renewal processes, there's a lot to track when it comes to procurement. This work often takes IT teams away from the projects they'd rather be doing.

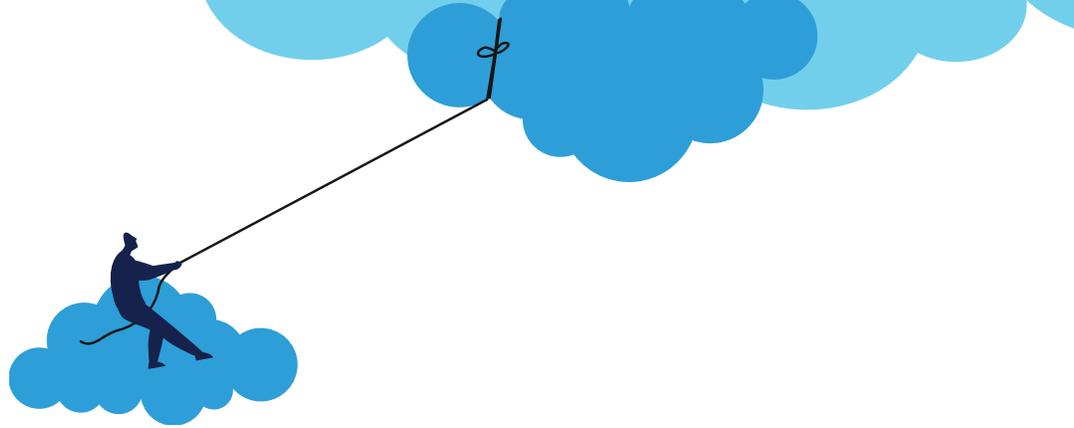
The Azure Marketplace is designed to cut complexity and make procurement as simple as possible across three straightforward options:

3. Access thousands of free applications: Free applications on Azure Marketplace have no associated software costs, meaning you only pay for the underlying Azure infrastructure resources (where applicable).

4. Bring your own licenses (BYOL): It's likely your business has spent a lot of time and resources acquiring software licenses before your Azure migration. Not to worry, Azure Marketplace makes it easy to find software options and continue to pay the software vendor directly. Only the underlying Azure infrastructure usage appears on your Microsoft invoice.

5. Reduce legal friction with Standard Contracts: The Azure Marketplace also allows vendors on the platform to use terms and conditions from the Standard Contract template. You can also negotiate custom contracts and pricing terms with a given vendor through a private offer.

Azure Marketplace goes a long way toward making the IT team's procurement tasks easier. You can bill all purchases to a credit card or a Microsoft agreement of your choice. If you purchase your Microsoft cloud solutions through a Cloud Solution Provider (CSP), you can work with them to procure applications through Azure Marketplace. This eliminates the need to deal with multiple invoices and different vendor relationships.



Keep within your cost parameters.

Cost management is often one of the most important mandates for anyone responsible for cloud infrastructure, software, and services.

To make sure spending stays on budget and keep everyone accountable, you may need to set budget caps or restrict purchases to approved people and products.

The Azure Marketplace offers several tools to help you track and control spending, allowing you to:

6. Set and track budgets with the Azure Cost

Management tool: This free tool lets you set budget guidelines and then track your cloud spending against those targets. From here, you can drill down into detailed analyses of your subscription costs, schedule reports and view your consolidated Azure invoices.

7. Work toward your Azure consumption

commitments: Your organization may have a Microsoft Azure Consumption Commitment (MACC) or commit to consume (CtC). These are contractual agreements to consume specific amounts of Azure resources over time. Azure Marketplace makes it easy to find and purchase software that contributes toward this agreement. Where eligible, 100% of your transactions count towards decrementing the commitment. Just look for the “Azure benefit eligible” badge.

8. Set and manage policies for Azure Marketplace

purchases by your users: Control who is authorized to purchase what resources with features like Role-Based Access Control (RBAC) or create a Private Azure Marketplace that ensures that any resources purchased within your organization meet set criteria.

If you're not careful, you may end up overspending your cloud budget. Whether you're a small business or a major enterprise, however, the tools and capabilities in Azure Marketplace make it much easier to see and manage those costs.



Conclusion.

In short, Microsoft and the Azure Marketplace are well-positioned to help you get the most out of your cloud migration and get more time back in your day.

With it, you can:

- Try thousands of applications before committing budget or uploading data
- Take advantage of simple, consolidated procurement and invoicing
- Reduce costs and take control of cloud spend

Now that you know some of the best features of the Azure Marketplace, the next step is to check out apps that help you do more in the cloud like SOTI.

SOTI empowers companies to securely manage any device or endpoint with any form factor and any operating system throughout their entire lifecycle; from deployment to retirement. You can find their flagship product, SOTI MobiControl, on the Azure Marketplace.

[Check out SOTI on Azure Marketplace](#)

