



Azure Container Offers for Kubernetes Apps Offer Overview

A Mastering the Marketplace Video
<https://aka.ms/MasteringTheMarketplace>

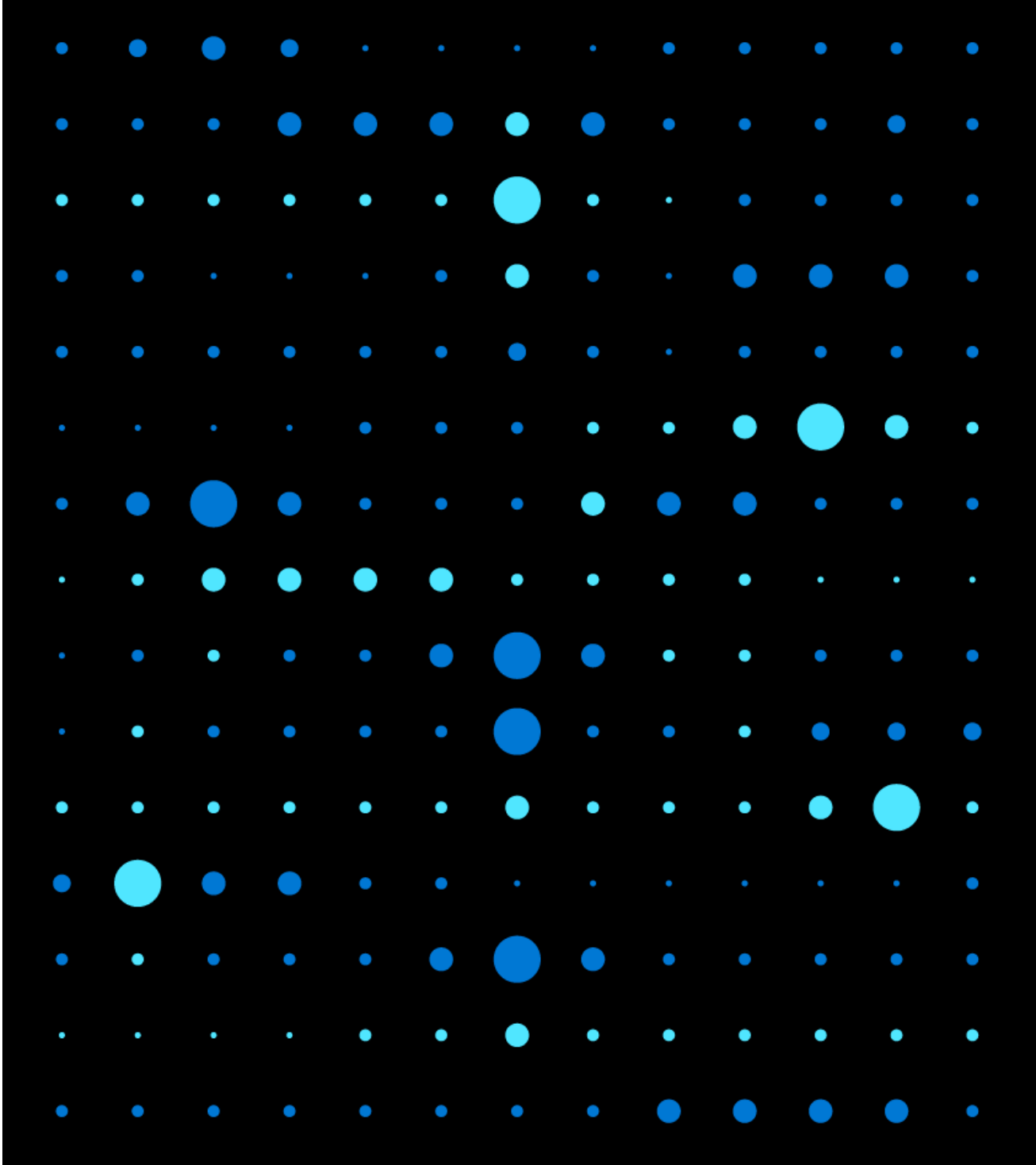
Agenda

The Container offer for Kubernetes app offer type

Benefits for publishers and customer

How things appear in the marketplace

Advantages of the offer type



About the offer type

Azure Container Offer for Kubernetes App

A transactable offer type in the Microsoft commercial marketplace that enables running containers on Azure Kubernetes Service (AKS) in the customer's tenant.

Benefits of the offer type

Why to publish an Azure Container offer

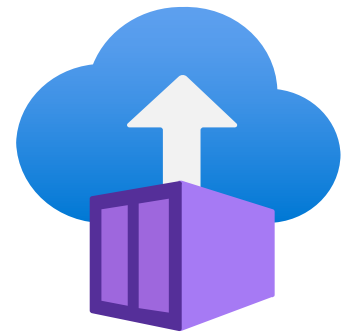
Deploy your containerized solutions via the Microsoft commercial marketplace

Take advantage of AKS for management and scale

Control the customer installation experience

Deploy multiple containers as part of a single solution

Deploy other Azure services



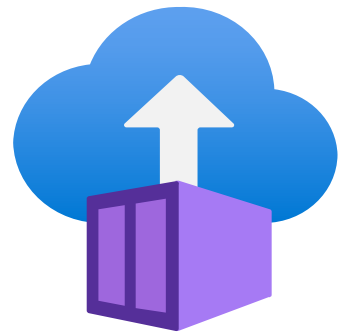
Advantages of Azure Container Offers

Runtime costs of Kubernetes (K8s) and other services are paid by the customer

Take advantage of Microsoft go-to-market benefits

Different deployments for different plans

i.e., Bronze, Silver, Gold



Advantages of Azure Container Offers



Publishers

Easy and reusable packaging,
CI/CD pipeline integration

Security scans and
vulnerability/validation checks

Publish offers quickly

Transactable offers



Customers

Self-serve from marketplace

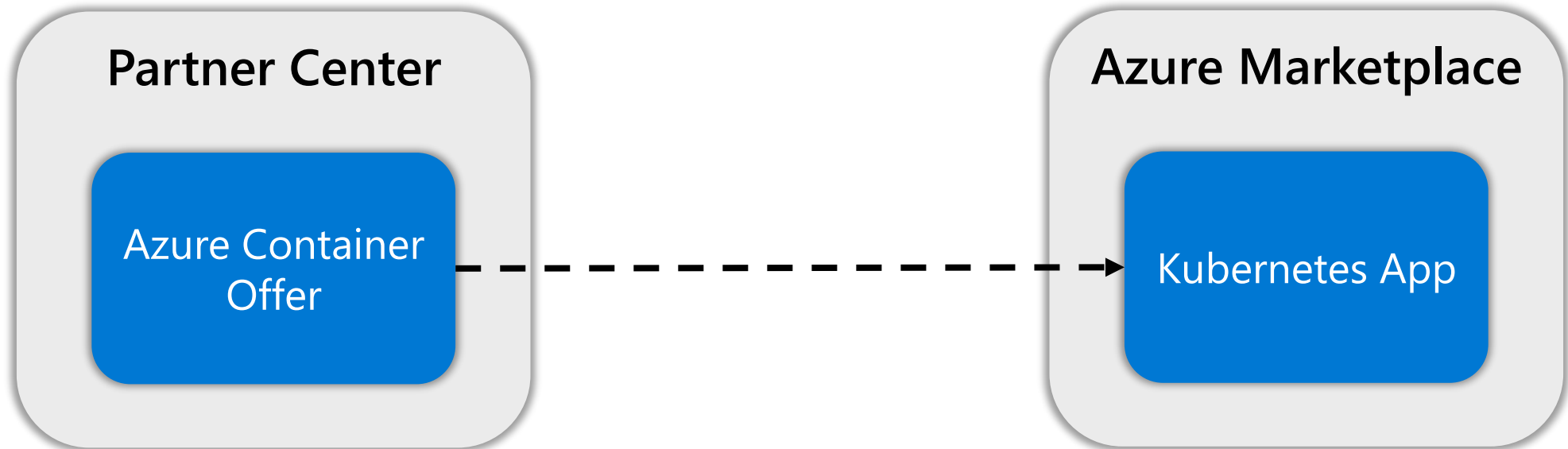
One-click deployments

Usage and billing

Safe and secure

Container offers in the marketplace

Azure Container Offers are K8s Apps



Browsing the Azure marketplace

Containers >

Transactable



Kubernetes app

Container Images



Not transactable

Get Started with Containers

All



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Summary

Defined the offer type

Benefits of the offer type

Container offers in the marketplace

