**Private Offers Purchase Guidance for Customers**

**Purpose**

To guide users in your organization through the steps needed to accept and purchase a Private Offer in Microsoft Marketplace. Ensures correct permissions, accounts, and process so purchases go smoothly.

**Prerequisites / Pre-Check (Step 1)**

Before accepting or purchasing the private offer, ensure:

| Check | What to confirm | Why it matters |
| --- | --- | --- |
| Billing account & subscription | - The billing account is eligible for Private Offers. - Azure subscription is associated with that billing account. - A valid payment instrument is attached. - Policy settings (purchase controls) permit marketplace purchases. [Private Offer Pre-Check](https://learn.microsoft.com/en-us/marketplace/private-offers-pre-check) | Without eligibility or valid billing, the Private Offer can’t be accepted or purchased. |
| User roles / permissions | - For *accepting* the offer: roles vary by agreement type (MCA, EA, MOSP). E.g. Billing Account Owner or Contributor under MCA; Enterprise Administrator under EA.  - For *purchasing* or subscribing: Subscription Owner or Contributor roles under that billing account. [Private Offer Purchase](https://learn.microsoft.com/en-us/marketplace/private-offers-purchase) | To ensure only authorized persons are able to accept or execute the purchase. |
| Billing account type & ID | - Identify whether account is Microsoft Customer Agreement (MCA), Enterprise Agreement (EA), or Microsoft Online Services Program (MOSP).  - Find the Billing Account ID (via eligibility report, Cost Management + Billing, or subscription properties). Provide this ID to the partner who prepares the Private Offer. | Needed to match offer to the correct account; partner uses this when creating the offer. |
| Private Marketplace / Collections | - If your organization uses a private marketplace, ensure that the plan in the Private Offer is included in that private marketplace collection / enabled under the private products collection rule. | If not enabled, even after you accept, the product may not show or be available in your collection. |

**Step 2: Accept the Private Offer -** [Accept Private Offer](https://learn.microsoft.com/en-us/marketplace/private-offers-accept-offer)

1. Access Azure Portal → Marketplace  
   Navigate to the Azure Portal, then search for *Marketplace* → *Private Offer Management*.
2. Locate the Private Offer  
   Use filters (offer name, publisher, preparer, status) to find the specific offer.
3. Review Offer Details  
   Before accepting, verify:
   * Legal entity for which the offer is made
   * Plans included and features
   * Private Offer price
   * Custom legal terms, if any (attachments/addendums)
   * Offer validity dates (start / end) and expiration of acceptance itself.
4. Accept the Offer  
   When satisfied with terms, click View + Accept → accept. After acceptance, status will show as *Accepted – Pending Purchase*. It may take ~15-60 minutes before the offer becomes purchasable.

**Step 3: Purchase / Subscribe to the Private Offer** - [Purchase Private Offers](https://learn.microsoft.com/en-us/marketplace/private-offers-purchase)

After the offer is accepted and available for purchase, here’s what happens:

1. Verify directory / tenant  
   Ensure you are in the correct Azure tenant (directory) that holds the billing account for the offer. If you just accepted, you likely already are. If not, switch directories.
2. Check offer status & dates
   * The offer must be in *Accepted* (or *Term Ending*) status.
   * Current date should fall between the offer’s start and end dates. The offer end date determines when it can be purchased, not how long the subscription lasts. Billing term/plan defines subscription duration.
3. Confirm user permissions  
   The user purchasing must have Subscription Owner or Contributor role under the billing account.
4. Select the product & purchase
   * Locate the private offer in Private Offer Management → click *Purchase* when it becomes enabled.
   * For multi-product offers, you must purchase each product individually.
5. Subscription / plan details (for SaaS, etc.)
   * For SaaS, specify number of users, billing term, whether to auto renew.
   * After subscribing, activate the SaaS product via the vendor’s site. There may be required configuration steps (resource group, billing subscription, tagging for cost tracking).
6. Other product types  
   Depending on what the Private Offer contains, steps differ slightly:
   * Professional services: may allow creating a new Azure subscription or use an existing one.
   * Virtual Machines (VM) products: For VM products, the purchase flows through the VM create wizard or reservation interface.
   * Virtual Machine Software Reservations (VMSR): special roles needed, ensure correct plan.
   * Azure apps / managed apps: typical resource creation steps follow purchase.
7. Finalization & activation
   * Make sure you configure any vendor-specific activation (e.g. SaaS vendor website login, configuration page) as required.
   * If auto renew is off by default, note when the subscription will end and plan ahead if renewing or creating new offers.

**Marketplace Purchase FAQ from Private Offer Deal shiproom review in FY25**

Question 1: How can customer re-trigger a new invoice for a transaction moved from incorrect to correct billing profile?

Answer: Cancel old purchase, request refund, then accept & purchase new private offer with correct billing profile. Update stacked private offer dates for yrs 2 & 3.

Question 2: How to tag different PO numbers in the same private offer for purchase?

Answer: 1 private offer currently can only tag one PO number, so need the seller to create 2 private offers splitting the deal and buyers can attach PO for each private offer purchase.

Question 3: Will stacked private offers migrate together from EA to MCA?

Answer: Yes these private offers will migrate together automatically as long as they are on auto-renew

Question 4: If the partner is having a 50% reduction of agency fee on the private offer, what would be their end date for the reduced fee?

Answer: it will be the end of the subscription date.

**Common top issues when purchasing private offers**

**Question 1.** why I can't find the private offer in the Private Offer Management dashboard?

Answer: There are multiple steps to check. Firstly, To view private offers in the private offer billing account, please check if you are the subscription owner, contributor or reader. Additionally for MCA account users, please check if you are the billing account owner, contributor or reader’s role. For EA account users, please check if you are the enterprise administrator. For details on role requirements for purchasing private offers, see [Roles and Permissions](https://learn.microsoft.com/en-us/marketplace/roles-permissions).

Please also confirm your billing account id with your seller to make sure the private offer is created under the correct billing account.

**Note:** Make sure your billing account ID aligns to the Azure subscription you wish to use for subscribing. Find your billing account ID from the Azure subscription properties. For details on getting your billing account details, see [How to locate your billing account ID](https://learn.microsoft.com/en-us/marketplace/private-offers-pre-check#locate-your-billing-account-id). For guidance on switching directories, see [Switch and manage directories](https://learn.microsoft.com/en-us/azure/azure-portal/set-preferences#switch-and-manage-directories).

**Question 2:** Why I can’t accept a private offer?

Answer: you need to have one of the following roles in the billing account of the private offer:

* For MCA, the billing account owner and contributor
* For EA, the EA administrator

For details, see [Roles and Permissions](https://learn.microsoft.com/en-us/marketplace/roles-permissions).

**Question 3:** I can view the private offer in Private Offer Management, and the status is Accepted, but I can't see the purchase button, what should I do?

Answer: The Purchase button is only available once the private offer start date is current or in past. Hence please check the **Product status** date, if the date is in future, the purchase button will not be shown until the date is current. Check back on or after the **Start date**. If the start date is upon acceptance, the product will take an hour before they are ready for purchase.  
  
When these products are ready to be purchased, the private offer status changes to Accepted, and the product status changes to Ready. You also receive an email letting you know that your products are ready for purchase.  
  
Keep checking back and refresh. If the status remains in Pending for more than 60 minutes, contact support.

**Question 4:** I can see the purchase button, but when I try to subscribe, I get an error message, what should I do?

Answer: You must have an eligible Azure subscription available under the private offer billing account.  Sponsored and free Azure subscriptions aren't eligible for marketplace purchasing. If no Azure subscriptions are available, subscription and billing administrators can create a new Azure subscription under the billing account for which the private offer was created. Once complete, ensure that you have the required subscription administration role, then retry. Here are links to follow [How to create a Microsoft Customer Agreement (MCA) subscription](https://learn.microsoft.com/en-us/azure/cost-management-billing/manage/create-subscription) and [How to create a subscription for an Enterprise Agreement (EA)](https://learn.microsoft.com/en-us/azure/cost-management-billing/manage/create-enterprise-subscription). Also please check if more than 100 subscriptions are available under the private offer billing account. Use the global subscription filter to select only the desired subscription, then retry.

**Question 5:** I can view the private offer in Private Offer Management, and the View + accept button is blue, but the status is Pending, and the Purchase button is grayed out or disabled

Answer: Check for a blue View + accept button for the private offer in Private Offer Management. A blue **View + accept** button signals that the private offer isn't accepted yet. Accept the private offer, then retry.

**Question 6:** The Purchase button is still blue or active, but I already subscribed. Does it mean my purchase isn't complete?

Answer: SaaS products in a private offer can be purchased more than once. Check if your initial purchase is complete. For SaaS products, you can confirm if your purchase is complete by finding the SaaS resource you created when subscribing and checking its **Product and Plan details**. If your purchase is completed, you see this message: **Your subscription was configured successfully.** You can also check to see other SaaS billing details. If your purchase isn't completed, you see this message: **Configure your account on the publisher’s website** accompanied by a **Configure account now** button. For Azure Apps, Containers, VMSRs, and Professional services private offers can only be purchased once. If the purchase button is blue/active, the subscribe step isn't complete.

**Question 7:** I can select Subscribe, but it fails, and I get an error: Enrollment for Azure Marketplace is set to Free/BYOL SKUs only or Marketplace is not enabled for the Azure subscription, what should I do?

Answer: Check if Allow Azure Marketplace Purchases policy is disabled for paid offers. Work with your billing administrator to turn on the **Allow Azure Marketplace Purchases** policy, then retry.

**Question 8:** Do I have to configure my account? If I can’t complete it now, what should I do?

Answer: You must complete the Configure your account step which includes registering your purchase on the vendor’s website. Once you complete this step, your seller is responsible for confirming your purchase with Microsoft within 30-days of subscribing. If you can’t complete this step now, you will have 30 days to troubleshoot and complete the step. If you believe that you already completed this step and successfully registered your purchase on the vendor’s website, but you're still prompted to configure your account in SaaS management, contact your seller.

**Question 9:** I subscribed to the product successfully for a SaaS private offer, but the Configure your account button is grayed-out or inactive.

Answer: Make sure you're either the subscription owner or contributor for the Azure subscription used for the private offer purchase and then retry. For more information on private offer role requirements, see [Roles and Permissions](https://learn.microsoft.com/en-us/marketplace/roles-permissions).

**Question 10:** I can subscribe a SaaS private offer successfully, and when I select Configure your account, Microsoft Entra requests permissions before I can proceed, and I can’t accept the request.

Answer: For SaaS marketplace purchases, configuring your account requires Microsoft Entra permissions for single sign-on to your ISV vendor’s website. This step is required to complete the purchase.

If your organization's Microsoft Entra settings don't allow user consent for apps, you see a dialog box stating Need admin approval. Work with a global administrator in your organization to grant admin consent for your ISV vendor’s Microsoft Entra app. Once consent is granted, retry.

If your organization's Microsoft Entra settings allow approval with admin consent, you see a dialog box stating Approval required. You can request admin consent directly from a global administrator or designated reviewer. Once consent is granted, retry.

If your organization's Microsoft Entra settings allow user consent, you see a dialog box stating Permissions requested. You can select Accept to proceed to the ISV vendor’s website. We recommend that you do it only for Microsoft Entra apps that publish by a verified publisher.

**Question 11:** I can subscribe successfully, select Configure your account, and permission Microsoft Entra single sign-on, but I see an error on the vendor's website.

Answer: Your vendor's website might present an error in their domain, for example a **500 Internal Server Error**. Work with your vendor to validate that their marketplace registration flow is functional, then retry the **Configure your account** step to complete the purchase. Also check with your network administrator to see if your network settings allow you to access the vendor’s marketplace registration page. Your network might present an error in your domain stating that access to the external domain is blocked. Work with your network administrator to allowlist the domain of the vendor's marketplace registration page, then retry. If necessary, you can request the marketplace registration page URL from the vendor.

**Question 12:** How can I get support to help me?

Answer: If you don't find what you need in this troubleshooting guide or need more help, you can get support by [creating a support incident in the Azure portal](https://learn.microsoft.com/en-us/marketplace/get-support#get-support-from-the-azure-portal).

**Question 13:** What are the key differences for purchasing private plans compared to private offers?

For some scenarios, your organization might purchase using a private plan. Like private offers, private plans also enable negotiated deal-making but don't support some important private offer capabilities.

Key private plan experience differences include:

* **Targeting**: Private plans use Tenant ID instead of Billing Account to align to specific customers.
* **Acceptance**: Private plans don't use the private offer acceptance experience but share the same subscribe and purchase experience as private offers.
* **Role requirements**: Billing owner and administrator roles aren't required to purchase; only the subscription owner or contributor role is required.
* **Offer types**: Private plans don't support virtual machine software reservations (VMSR) or professional offer types.
* **Channel selling models**: Multi-party and Cloud Solution Provider (CSP) private offers aren't supported.
* **Management**: Private offer management and Purchase Order tagging aren't supported.

In general, private offers provide more deal-making capabilities and are built to ensure alignment between customer procurement and IT teams.

**Question 14:** How to find private plans in the Azure portal

Answer: If you're eligible for private plans, in the Azure portal, select **+ Create a resource** or search for "marketplace" to go to the **Marketplace** page. You see the **You have private products available** banner on the top of the page. Select **View private plans** to go to your private plans page. You can see the available private plans under the **Plans** tab, marked with a distinctive **Private** badge.

**Question 15:** How to Find a private plan in AppSource?

Answer: It can take up to 48 hours (about two days) after the ISV publishes the new private plan before you see it in AppSource. To find private plans associated with your tenant ID, select **Private plans** (lock icon) at the upper right of AppSource.

If you aren't signed in, a message prompts you to do so. You can then purchase the private plans associated with your tenant ID on the **Plans + pricing** tab.

Question 16: If I can’t find any private plans that I expect to see, what should I do?

Answer: Ensure that the tenant to which you're signed-in aligns to the tenant ID that you provided your vendor. [How to find your Microsoft Entra tenant ID](https://learn.microsoft.com/en-us/azure/active-directory/fundamentals/how-to-find-tenant). For VMs use the [Azure Subscription ID.](https://learn.microsoft.com/en-us/azure/azure-portal/get-subscription-tenant-id)

Check with your vendor to ensure that the private plan they created is using the tenant ID that you shared. Your vendor must add your tenant ID to the plan's private audience list and not remove it unless you unsubscribe. Removing the tenant ID from the plan could prevent correct billing if you're using a plan that supports metered billing.

Ensure that you're not buying through a Cloud Solution Provider (CSP). Private plans aren't available on a CSP-managed subscription.

Ensure that Marketplace is enabled in your billing account - [Azure Marketplace](https://learn.microsoft.com/en-us/azure/cost-management-billing/manage/ea-azure-marketplace) – if it isn't, you must contact your billing administrator to enable marketplace, for more information regarding Azure Marketplace, see [Azure Marketplace](https://learn.microsoft.com/en-us/azure/cost-management-billing/manage/ea-azure-marketplace).

Check if private marketplace is enabled for the tenant used in your private plan. If it is, your private marketplace administrator must activate the [Enable private products collection rule.](https://learn.microsoft.com/en-us/marketplace/create-manage-private-azure-marketplace-new#collection-rules)

If the private plan is visible, and the deployment fails, ensure that your billing administrator enabled marketplace purchases by following the instructions at [Enable Azure Marketplace purchases.](https://learn.microsoft.com/en-us/azure/cost-management-billing/manage/direct-ea-administration#enable-azure-marketplace-purchases)

Tips for purchasing private offers

* Delay between Accept + Purchase: After accepting, there can be a wait (~15-60 min) before purchase is enabled. Immediate purchase.
* Permissions mismatch: Sometimes the person who accepts the offer is not the same as who purchases. Make sure correct roles are assigned.
* Offer expiration: Even if you accept, there is often an expiry date for when the offer must be accepted, and separately, a date after which you cannot purchase. Don’t wait too long.
* Renewal pricing: If the private offer ends before your billing term ends, renewal may revert to public pricing unless replaced by another private offer. Understand auto renew settings.
* Vendor activation steps: For SaaS products especially, extra steps on vendor’s side (authentication via Entra / SSO, registration) may block full access until completed.
* Network or policy blocks: Entra app consent, network domain allow-listing for vendor sites, etc., might obstruct activation. Identify these early.