

# How to buy at Microsoft

Options for commercial customers  
buying cloud-based products



There are **three ways** for businesses to buy Microsoft products...



## Partners

Fully managed partner services

Technical, billing and licensing support

Direct contractual relationship with partner



## Sales

Microsoft involvement to manage terms

Work with partners on pre- and post-sales

You have full control and governance



## Online

Buy via the Azure portal, Microsoft 365, AppSource, and more

Self-service

Pay with a credit card (maximums apply)

## Which way is best for me? Is your business...

In need of a fully-managed and tailored solution by a partner with specific expertise?

Leveraging partners to govern other IT solutions?

Looking to have a partner manage your deployment, billing, usage, and support?

Currently working with a Microsoft sales contact?

In need of involvement to manage terms?

Managing your own IT services currently?

Looking to manage your own deployments, usage and billing?

Interested in managing the purchase via self-service?

Able to leverage the standard contract terms?

Managing your own IT services currently?

Looking to manage your own deployments, usage and billing?

## You have choices when you buy from Microsoft

Microsoft's partner network has expertise to support any purchasing method

Understanding the options can help you make the best choice for your business



# How to buy at Microsoft

## What is the buying journey for each purchasing method?



## What other resources are important for me?



Learn about [licensing at Microsoft](#) and the [Microsoft Customer Agreement](#)



Understand what the [product terms](#) are for your purchase



Learn about the [Microsoft partner network](#)

*Be sure to consider your existing Microsoft agreements across your organization. Discuss with Microsoft or your partner.*