

Comments on Cloud services market investigation

I would like to provide feedback on the 'Committed spend agreements working paper'.

OkTik Technology are a UK small business, and an ISV in Microsoft's partner programme.

We sell our product 'OneTik' in Microsoft's Azure Marketplace. This is the link to our product.
https://azuremarketplace.microsoft.com/en-us/marketplace/apps/oktiktechnologyltd1583835492819.onetik_test?tab=Overview

We rely upon MACC (Microsoft Azure Consumption Commitment) for sales of our product and could be heavily impacted if MACC were ever to be restricted in the UK.

The main benefits to us are:

- Not all ISV products on the Azure Marketplace are MACC eligible – extra certification and qualification processes must be followed by the ISV to achieve what Microsoft call 'co-sell' status in order to become MACC eligible. OkTik Technology have fulfilled all these requirements, giving us an advantage over other ISVs who have not
- With Marketplace MACC, we do not need a supplier relationship with large enterprise organisations to be able to sell to them – all billing and contracts are via Microsoft directly which greatly reduces friction for a small business supplying to a large enterprise [✂].
- The buying decisions in a large enterprise can be made lower down the chain, typically by the IT Manager level without requiring approval from procurement, as the MACC is already available to spend
- Towards the end of their Enterprise Agreement, large Microsoft customers are actively looking to spend their MACC, making them more receptive to 3rd party ISV offerings that count towards that consumption

I would therefore ask that you could consider the impact on small UK ISVs in your findings.