Manage private offers

Licenses and subscriptions

NetApp
September 21, 2026

This PDF was generated from https://docs.netapp.com/us-en/console-licenses-subscriptions/task-manage-private-aws.html on September 21, 2026. Always check docs.netapp.com for the latest.

Table of Contents

Manage private offers . . . 1
- Accept and configure an AWS Marketplace private offer for the NetApp Console . . . 1
  - Accept the private offer in the AWS Marketplace Portal . . . 1
- Accept and activate an Azure private offer for the NetApp Console . . . 3
  - Accept and subscribe to the private offer in the Azure portal . . . 3
- Accept and configure a Google Cloud private offer for the NetApp Console . . . 4
  - Accept the private offer in Google Cloud . . . 5

Manage private offers

Accept and configure an AWS Marketplace private offer for the NetApp Console

Accept a Marketplace private offer for the NetApp Console in the AWS Marketplace Portal and configure AWS credentials in the Console.

Before you begin

- Work with NetApp sales to create a private offer and obtain the activation link.
- Ensure you have the required AWS Marketplace permissions:
  - Viewing and subscribing to a private offer
  - Buyer permissions validation

Accept the private offer in the AWS Marketplace Portal

Completing the subscription assignment in the Console is required to activate the purchase and apply discounted pricing.

You must complete all steps to activate your private offer. Skipping steps may result in billing errors. Accepting and activating the offer multiple times can result in double charging.

Steps

1. Select the private offer activation link from your NetApp sales team.

   The link should look similar to the following: `https://aws.amazon.com/marketplace/saas/ordering?productId=aaa&offerId=offer-aaa`

   If you did not receive the link, view private offers in the AWS Marketplace console. The following permissions are required:

   - Using AWS managed policies: **AWSMarketplaceRead-only**, **AWSMarketplaceManageSubscriptions**, or **AWSMarketplaceFullAccess**
   - Using custom IAM policies: `aws-marketplace:ListPrivateListings` and `aws-marketplace:ViewSubscriptions`

2. You are redirected to AWS Marketplace to view the private offer.

   Private offers are created on top of public listings. Use the **Offer selection** dropdown to switch between public and private offers.

3. Review the private offer details and confirm they match your agreement. If they are incorrect, do not accept. Contact your NetApp account team.

   Two types of private offers exist:

   - **On-demand usage**
     - Pricing information

        - Legal terms
    - **Contract**
        - Duration and dates
        - Renewal settings
        - Contract options
        - Total contract price

    For contract offers, enter the number of units agreed upon. For Cloud Volumes ONTAP, ensure you select the correct license before subscribing.

4. To accept the private offer, do the following:
    a. For on-demand usage, select **Subscribe**.
    b. For contract offers, enter the number of units for each service and select **Create contract**.
5. After acceptance, a banner confirms the subscription and provides registration instructions.
6. Select **Set up your account**. This redirects to the NetApp Console to configure the subscription.

    If you accepted the offer but did not complete registration, return to the product page. For contract listings, select **View purchase options** to display the offer, then select **Set up your account**.

7. Sign in at https://console.netapp.com.
8. After logging in, navigate to https://console.netapp.com/licenses/overview. You are prompted to:
    a. Enter a **Display name** for the Marketplace subscription.
    b. Select the Console **Organization** with access to the subscription.
    c. [Optional] Enable **Replace existing subscription** to overwrite an existing subscription for an organization.

    - Replacement applies only to one Console account.
    - To associate multiple accounts with the same subscription, configure additional accounts manually.
    - If credentials were never associated with a subscription, associate them manually as described in the next section.

9. Select **Associate**.
10. Complete the form to associate the subscription with your Console organization. Select **Associate**.
11. After associating the subscription, select the **Billing preferences** tab.
12. Review the marketplace subscription options.
13. Select the marketplace subscription you want to bill. This only applies when there is more than one option.
14. Select **Save changes**.
15. Repeat these steps as needed if there are multiple subscriptions across multiple cloud providers.

For more information on marketplace subscriptions and direct licenses billing, see the Billing preferences documentation.

Accept and activate an Azure private offer for the NetApp Console

Accept and subscribe to a Marketplace private offer for the NetApp Console in the Azure portal. Configure Azure credentials in the Console.

Before you begin

- Work with NetApp sales to create a private offer for your Azure Billing ID.
- You have the required permissions to accept a private offer in the Azure Marketplace:
  - Enterprise Agreement (EA): **Enterprise administrator**
  - Microsoft Customer Agreement (MCA): **Billing account owner** or **Billing account contributor**
- You must have the required permissions to purchase a private offer in the Azure Marketplace and create a subscription:
  - **Subscription owner** or **Subscription contributor** of the Azure subscription being used
- A single individual can both accept and purchase the private offer if they have the necessary permissions.

Accept and subscribe to the private offer in the Azure portal

An Azure subscription can be associated with only one Marketplace subscription.
If you want to use two different Marketplace subscriptions for workloads in the same Azure subscription, you must create two separate Console accounts—one for each subscription.
If you have multiple Cloud Volumes ONTAP instances and want to split billing across different subscriptions, create separate Console accounts for each subscription.

You must complete all steps to accept and activate your private offer. Skipping steps may result in activation issues or double charging.

If you notice discrepancies in the offer terms, pricing, or details, or if you are unsure which offer to accept, do not accept the offer. Contact your NetApp sales team.

Accepting and activating the offer multiple times can result in double charging.

Steps

1. Select the private offer link provided by your NetApp sales team and sign in.
   If no link is available, sign in directly to the Azure portal.
2. Search or select **Marketplace** from the Azure services.
3. On the Marketplace page, select **Private offer management** under the **Management** section.
4. Select **View + accept** to review the details of the private offer.
   a. Validate that the **plan details**, **term**, and **pricing** are correct.
   b. If details are incorrect, do not subscribe. Contact your NetApp sales team to correct the offer.
5. Confirm and select **Accept private offer**.
6. Select **Purchase** to complete the purchasing process.

If the **Purchase** button is not available, confirm that you have the required purchasing permissions.
If you do not, copy and share the purchase window link with someone in your organization

who is authorized.

7. In the purchasing workflow:
   a. Select the **Azure subscription** to use.
   b. Select the **Resource group** where the subscription will be created.
   c. Enter a **Name** for the new subscription.
8. Optionally, set **Tags** (for product, site location, workload definition, or naming convention).
9. Select **Review and subscribe**, validate the details, and then select **Subscribe**.
10. When the subscription is successfully created, select **Configure account now**. This redirects you to the NetApp Console to complete configuration.

> Azure-side automation can take between 30 seconds and 5 minutes to complete.
> If the page was closed before you selected **Configure account now**, return to the service in the Azure portal.
> The subscription displays as **Pending configuration**. Select it to continue configuration.

11. You are redirected to https://console.netapp.com and prompted to sign in.
12. After logging in, you are redirected to https://console.netapp.com/licenses/overview.
    You are prompted to:
    a. Enter a **Display name** for the Marketplace Subscription.
    b. Select the Console **Organizations** that should have access to this subscription.
    c. Optionally, enable **Replace existing subscription** to automatically replace an existing Marketplace subscription in one Console organization.

> - This replacement option is limited to a single Console organization.
> - To associate multiple Console accounts with the same Marketplace subscription, configure the additional accounts manually.

13. Select **Associate**.
14. Complete the form to associate the subscription with your Console organization. Select **Associate**.
15. After associating the subscription, select the **Billing preferences** tab.
16. Review the marketplace subscription options.
17. Select the marketplace subscription you want to bill. This only applies when there is more than one option.
18. Select **Save changes**.
19. Repeat these steps as needed if there are multiple subscriptions across multiple cloud providers.

For more information on marketplace subscriptions and direct licenses billing, see Learn about billing preferences for licenses and subscriptions.

Accept and configure a Google Cloud private offer for the NetApp Console

Accept a Marketplace private offer for the NetApp Console listing in the Google Cloud

console. Configure Google Cloud credentials in the Console.

Before you begin

- Work with NetApp sales to create a private offer. Your sales team must provide you with the offer link.
- Your billing account must not be on a free trial. Free trial accounts cannot accept private offers. If you attempt to use a trial billing account, you will receive an error and require assistance from the NetApp cloud team.
- The following Google Cloud permissions are required to accept the offer:
  - `roles/billing.admin` for the targeted Cloud Billing account or Google Cloud organization
  - `roles/viewer` for the project billed to the Cloud Billing account

Accept the private offer in Google Cloud

A Google Cloud project can be associated with only one Marketplace subscription. If you want to use two different subscriptions for workloads in the same Google Cloud project, you must create two separate Console accounts—one for each subscription.

You must complete all steps to activate your private offer. Skipping steps can cause issues such as double charging.

If you notice discrepancies in the offer terms, pricing, or details, or if you are unsure which offer to accept, do not accept the offer. Contact your NetApp account team for clarification.

If you already have an active PAYGO subscription or an amended private offer, you only need to perform the acceptance steps. In these cases, the Marketplace updates the plan within the same listing and retains the same subscription ID, so the subscription association in the Console remains intact.

Steps

1. Select the private offer activation link provided by your NetApp sales team. The link should look similar to the following:
   `https://console.cloud.google.com/marketplace/private-offers/aaaaaaaa-bbbb-cccc-dddd-eeeeeeeeeee`
2. You are redirected to Google Cloud Marketplace where you can review the offer details:
   a. **Billing account**
   b. **Product**: NetApp Console
   c. **Offer details**
   d. **Pricing**

   Review the plan details, term, and pricing carefully. If anything is incorrect, do not accept the offer. Contact your NetApp account team for an amendment.
3. Confirm the information is accurate, accept the terms, and select **Accept**.
4. A loading icon appears while the subscription is created.
5. When the subscription is successfully created, a pop-up window displays:
   Your order request has been sent to NetApp, Inc.

6. Select **REGISTER WITH NETAPP, Inc.**. You are redirected to the NetApp Console to finish configuring your subscription. If the private offer was accepted by another individual in your organization:
   a. In Google Cloud Marketplace, go to **Orders**.
   b. Locate the offer with status **Pending**.
   c. Select the three-dot menu and select **Register with NetApp, Inc.**
7. You are redirected to `https://console.netapp.com` and prompted to sign in.
8. After logging in, you are redirected to `https://console.netapp.com/licenses/overview`. A popup is displayed where you must:
   a. Enter a display name for the **SaaS Marketplace Subscription**.
   b. Select the Console **Organizations** that should have access to the subscription.
   c. Optionally, you can enable **Replace existing subscription** if you want to automatically replace an existing Marketplace subscription in one Console organization.

   - This replacement option is limited to a single Console account.
   - If you need to associate multiple Console accounts with the same Marketplace subscription, you must configure the additional accounts manually.

9. Select **Associate**.
10. Complete the form to associate the subscription with your Console organization. Select **Associate**.
11. After associating the subscription, select the **Billing preferences** tab.
12. Review the marketplace subscription options.
13. Select the marketplace subscription you want to bill. This only applies when there is more than one option.
14. Select **Save changes**.
15. Repeat these steps as needed if there are multiple subscriptions across multiple cloud providers.

For more information on marketplace subscriptions and direct licenses billing, see the Billing preferences documentation.

Copyright information

Copyright © 2026 NetApp, Inc. All Rights Reserved. Printed in the U.S. No part of this document covered by copyright may be reproduced in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, or storage in an electronic retrieval system—without prior written permission of the copyright owner.

Software derived from copyrighted NetApp material is subject to the following license and disclaimer:

THIS SOFTWARE IS PROVIDED BY NETAPP “AS IS” AND WITHOUT ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, WHICH ARE HEREBY DISCLAIMED. IN NO EVENT SHALL NETAPP BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS SOFTWARE, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

NetApp reserves the right to change any products described herein at any time, and without notice. NetApp assumes no responsibility or liability arising from the use of products described herein, except as expressly agreed to in writing by NetApp. The use or purchase of this product does not convey a license under any patent rights, trademark rights, or any other intellectual property rights of NetApp.

The product described in this manual may be protected by one or more U.S. patents, foreign patents, or pending applications.

LIMITED RIGHTS LEGEND: Use, duplication, or disclosure by the government is subject to restrictions as set forth in subparagraph (b)(3) of the Rights in Technical Data -Noncommercial Items at DFARS 252.227-7013 (FEB 2014) and FAR 52.227-19 (DEC 2007).

Data contained herein pertains to a commercial product and/or commercial service (as defined in FAR 2.101) and is proprietary to NetApp, Inc. All NetApp technical data and computer software provided under this Agreement is commercial in nature and developed solely at private expense. The U.S. Government has a non-exclusive, non-transferrable, nonsublicensable, worldwide, limited irrevocable license to use the Data only in connection with and in support of the U.S. Government contract under which the Data was delivered. Except as provided herein, the Data may not be used, disclosed, reproduced, modified, performed, or displayed without the prior written approval of NetApp, Inc. United States Government license rights for the Department of Defense are limited to those rights identified in DFARS clause 252.227-7015(b) (FEB 2014).

Trademark information

NETAPP, the NETAPP logo, and the marks listed at http://www.netapp.com/TM are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners.