

Microsoft Teams Application
Development Accelerator

Bonus Lecture

Monetizing Apps: Partner
Center & App Source



Agenda

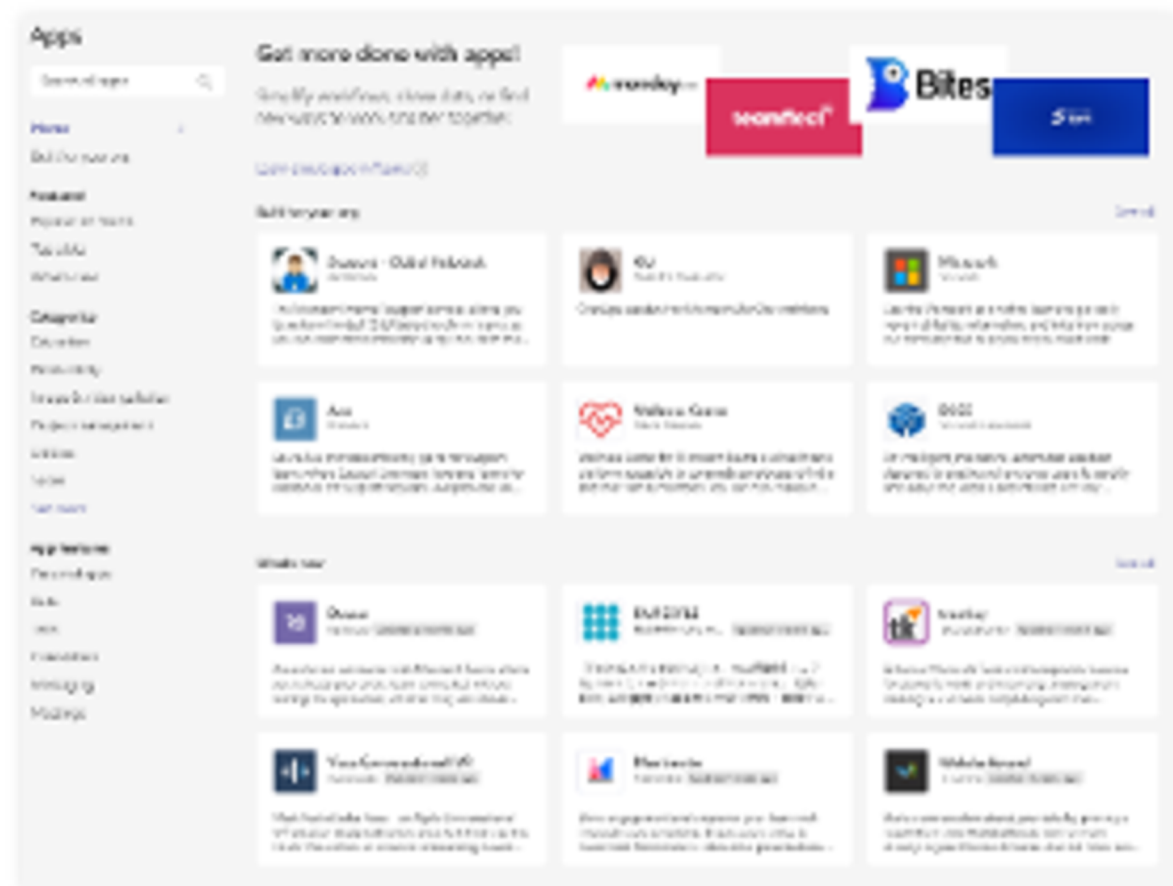
- **Overview of Microsoft Teams App Monetization Opportunities**
- **Why Monetize Teams Apps?**
- **How to Monetize Teams Apps**
- **Resources**

Main Features

- **Developers can publish apps...**
 - Privately: Tenant's Teams App Store
 - Publicly: Microsoft AppSource
- **Public Teams apps in AppSource**
 - Can be linked to transactable SaaS offer
 - Subscription based
 - Purchased directly by consumers, organizations, or sold via Microsoft's field salesforce
 - Deployed via Microsoft Partner Center

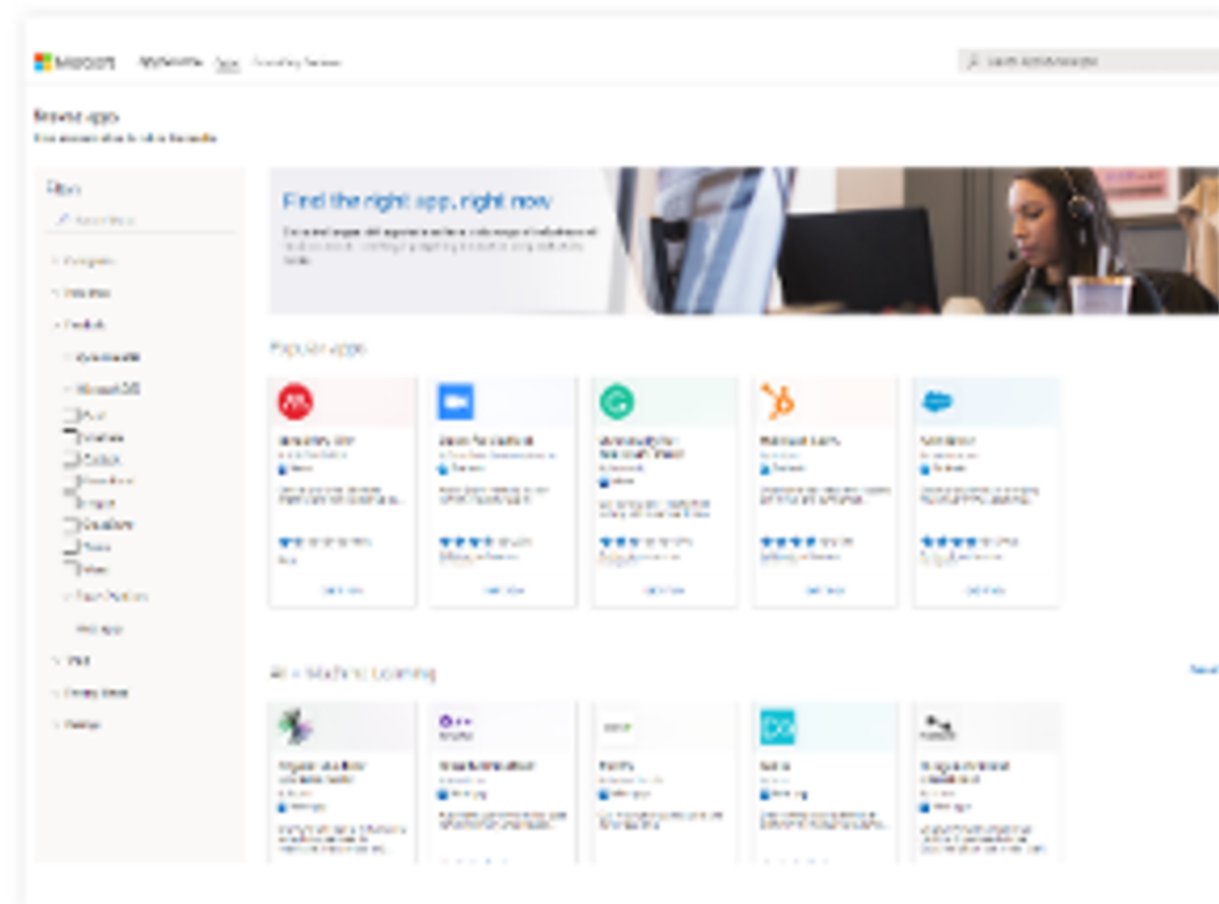


Teams application



(Teams App Store)

Transactable SaaS offer



(AppSource web app)

MS Teams App Monetization

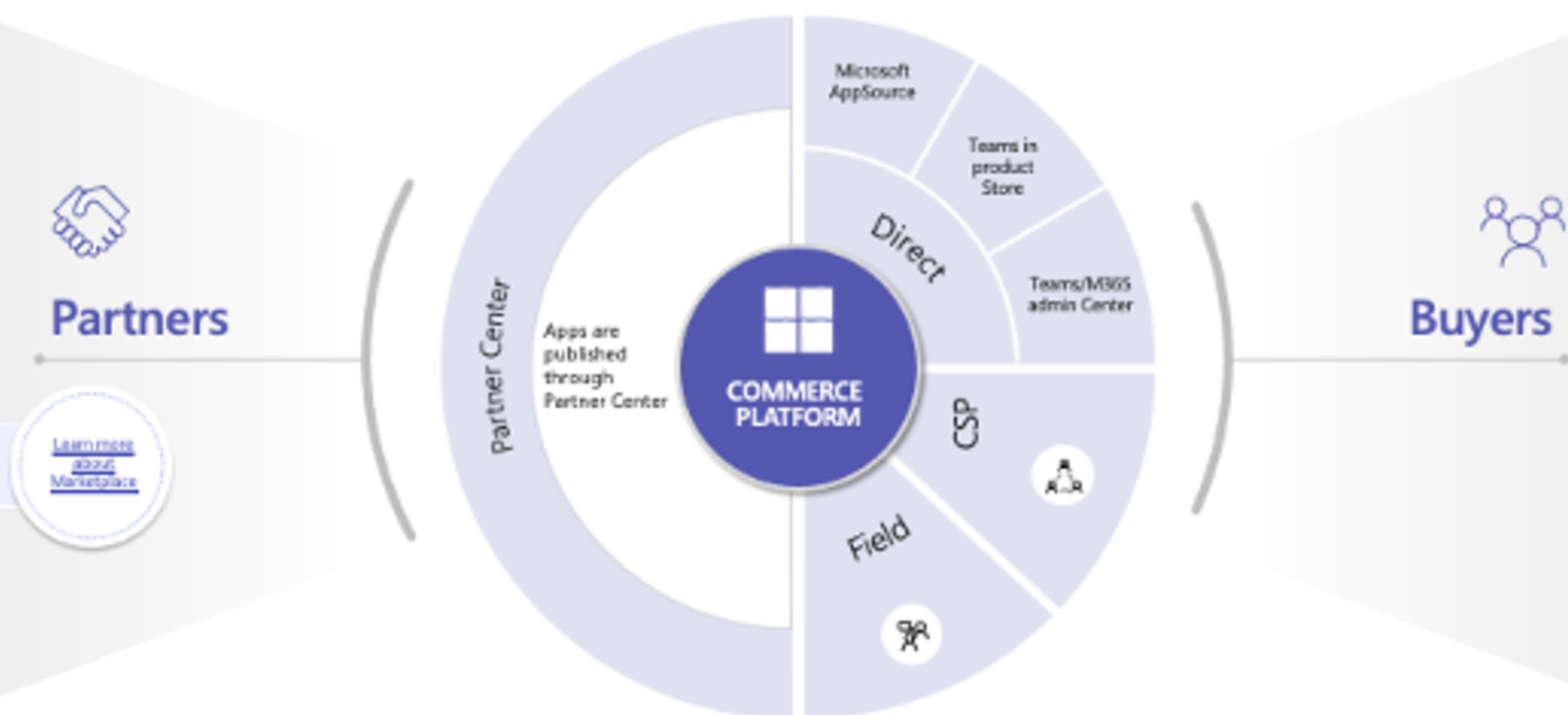
IDEAL ISV CANDIDATES

- **Free vs. paid in-app experiences**
 - Support freemium model vs. paid model
- **App management**
 - Think through license assignment & building a per-user experience
- **Existing SaaS offers expedite process**
 - Not a requirement, but existing subscriptions (SaaS offers) expedite process of monetizing apps

Why Transact Microsoft Teams Apps?



Microsoft Commercial Marketplace



Direct App Acquisition Options

1

Microsoft AppSource (public marketplace)

Customers find solutions enabling innovation, drive business outcomes, & help get more done

2

Teams App Store (in MS Teams client)

Enables acquisition of apps in MS Teams

Users purchase subscriptions via credit card

3

Teams Admin Center

IT admins acquire & install apps for users

Subscriptions purchased via CC/invoice

Cloud Solution Providers (CSP)

1

Company that provides business with cloud-based infrastructure, networks, & apps

2

Microsoft CSP's offer Microsoft's products & services (Azure, Microsoft 365, etc)

3

CSP's can resell your Teams apps published through Partner Center without your involvement or packaging

Microsoft Field

1

Microsoft field sellers (employees)

2

**Talk directly to & engage
enterprise size customers**

3

**Ensure enterprises are aware
of your solutions**

Benefits of Microsoft Marketplaces

Extend new sales channel



Reach millions of Microsoft customers monthly through AppSource and Teams



Sell to over 140 geographies



Activate over 90,000 resellers partners worldwide

Accelerate business



Reduce customer app review cycle with Microsoft 365 App Compliance Program



Increase customer adoption with integrated deployment experience



Earn GTM benefits & rewards

Reduce Cost



Build faster with ready to use developer environment



Make one commerce integration for variety of sales and operation resources



Build and manage private plans for your customers

Monetization Steps – How to Monetize Apps



Steps to Monetizing Microsoft Teams Apps

1

Create a free Microsoft Teams app

2

Integrate with your SaaS fulfillment APIs

3

Create a transactable SaaS offer

4

Link SaaS offer to Microsoft Teams app

5

Submit your app for validation & publication in Partner Center

Create Microsoft Teams App

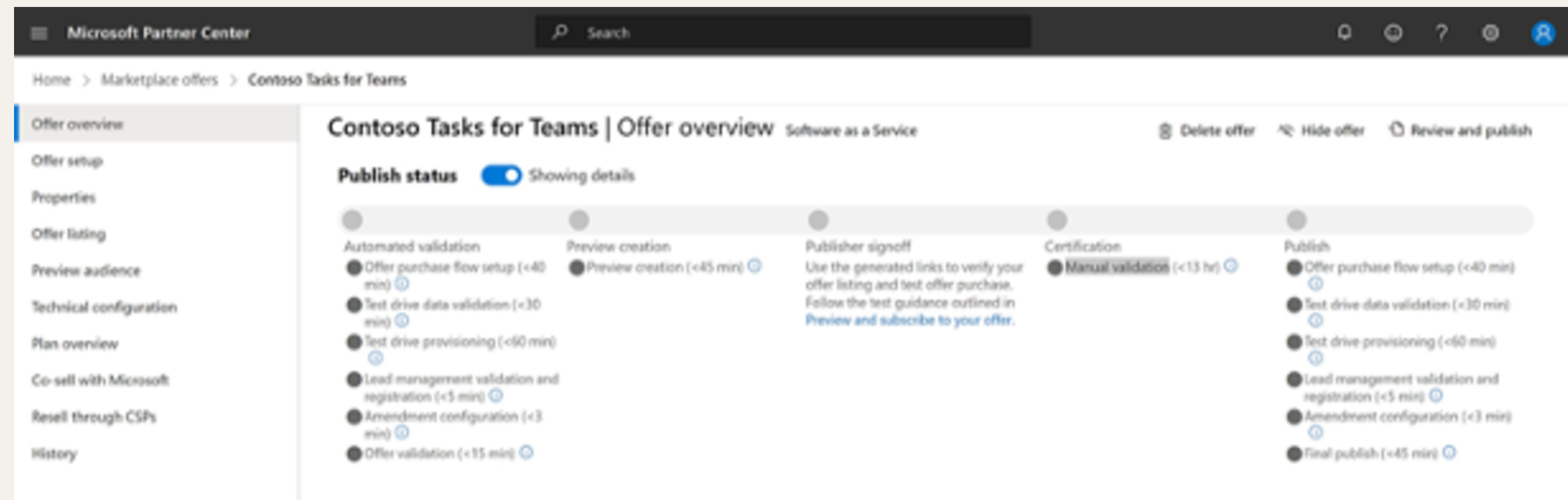
STEP 1



- **Start with an existing, or create a new app**
- **Remaining steps involve:**
 - Registering SaaS offer
 - Setup landing & purchasing page
 - Implement SaaS fulfillment APIs
 - Implement webhook to handle marketplace requirements

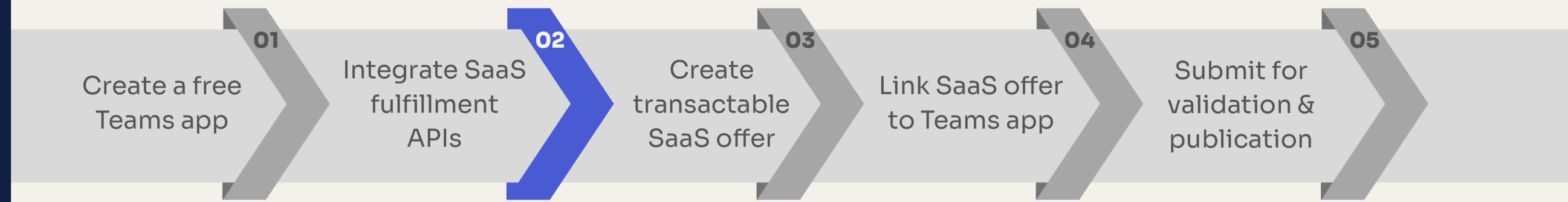
Create Microsoft Teams App

STEP 1



Landing Page & Webhook Flow

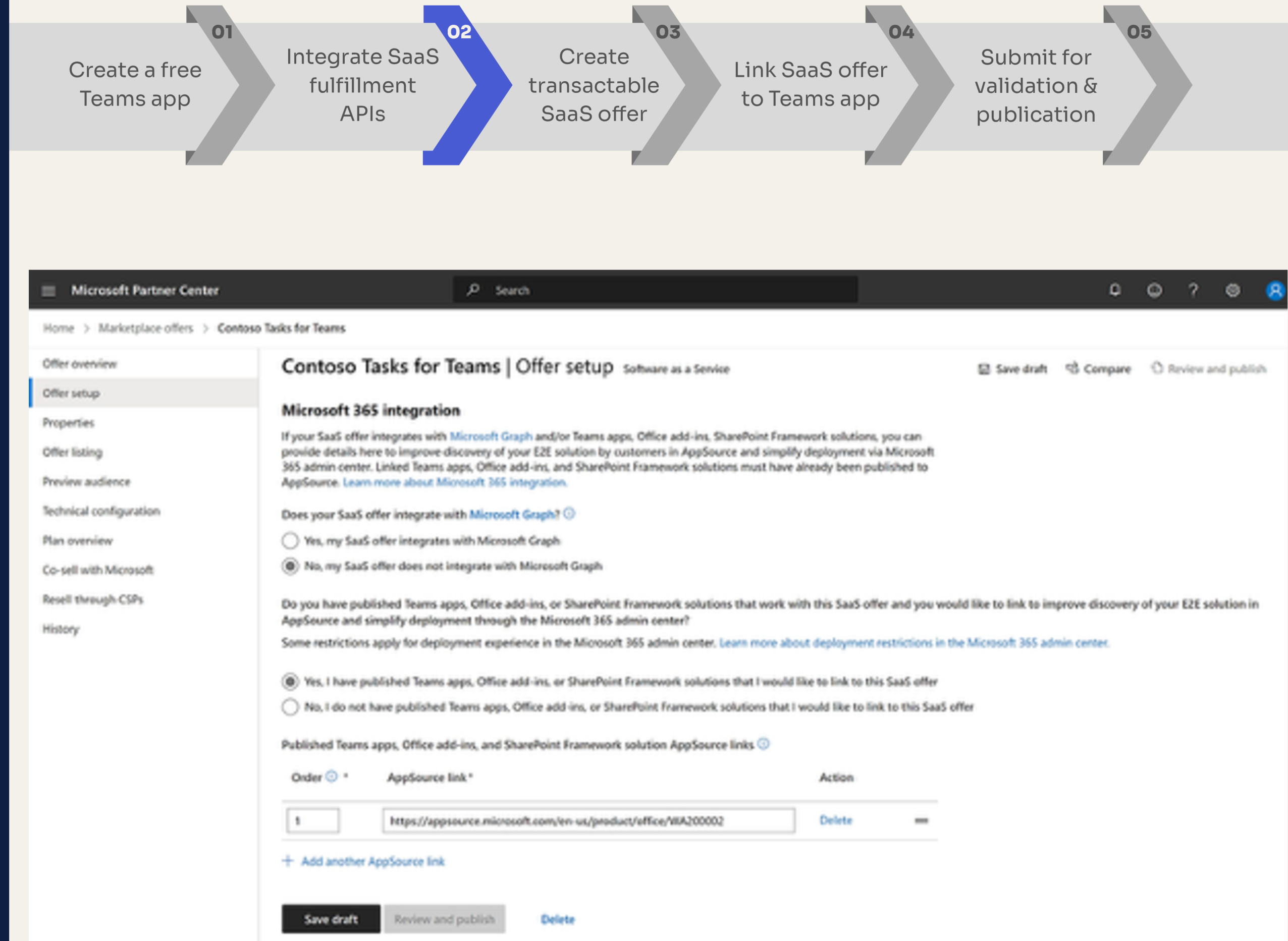
STEP 2



- **Create & publish landing page**
 - Where Microsoft will send customers post purchase or transacted the SaaS offer
 - Used for subscribers to handle post-purchase tasks
 - Provisioning steps
 - Setting up subscription
- **Create & publish webhook to handle marketplace requests**
 - How Microsoft communicates with your app
 - Billing changes, credit card expiration

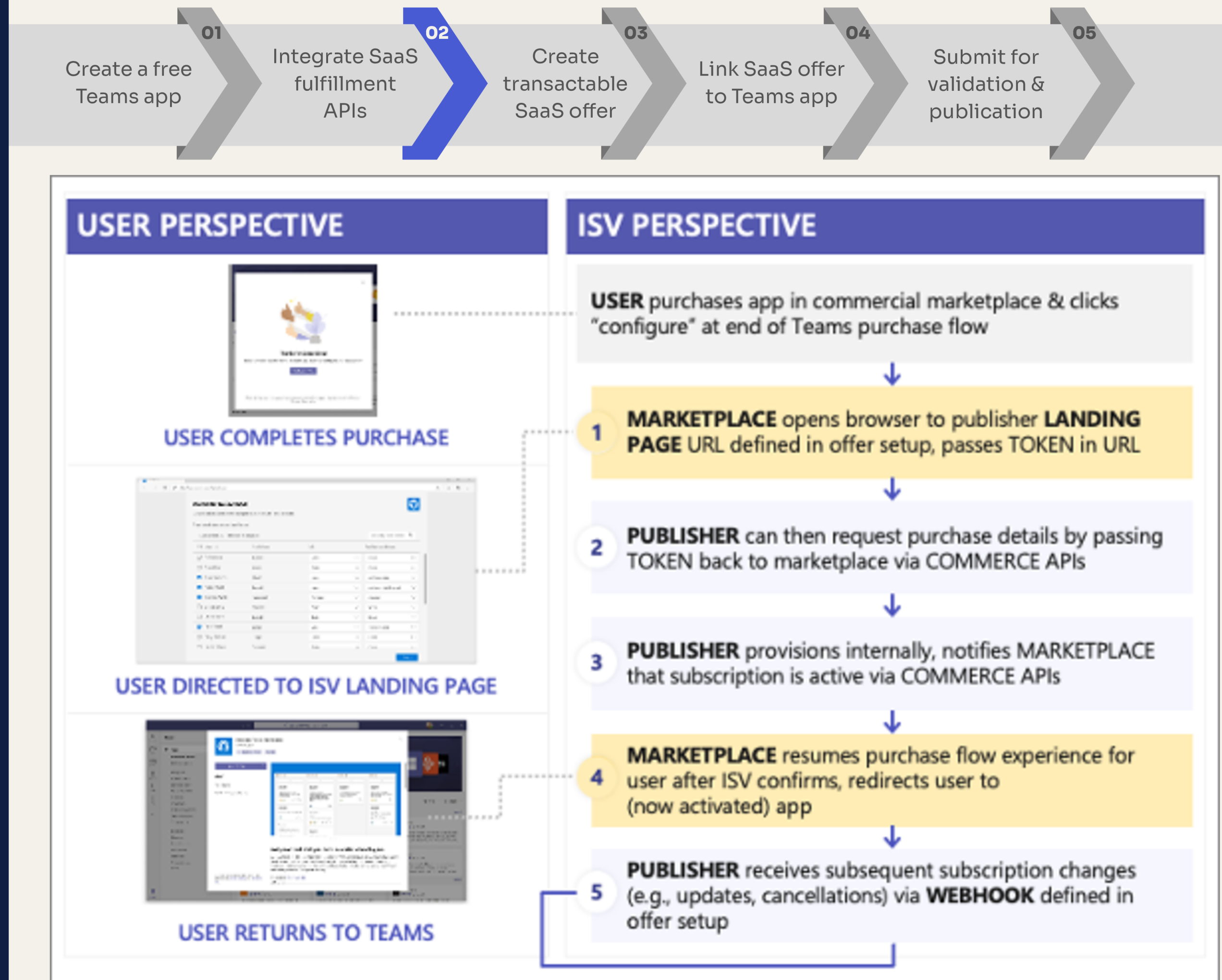
Landing Page & Webhook Flow

STEP 2



Integrate SaaS Fulfillment APIs

STEP 2



Integrate SaaS Fulfillment APIs

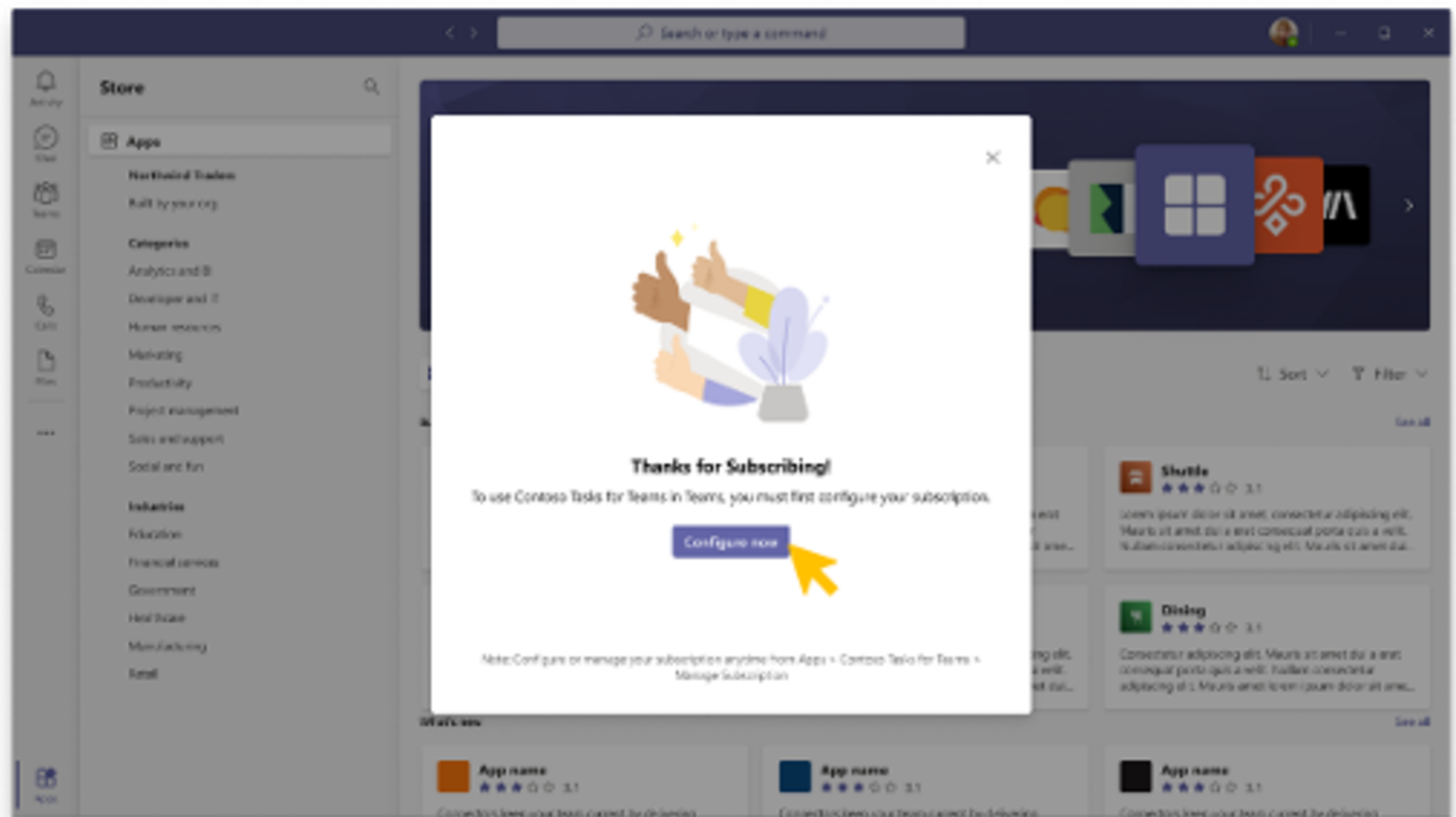
STEP 2



Purchase one or more licenses through Teams App Store
Click on "Configure Now"

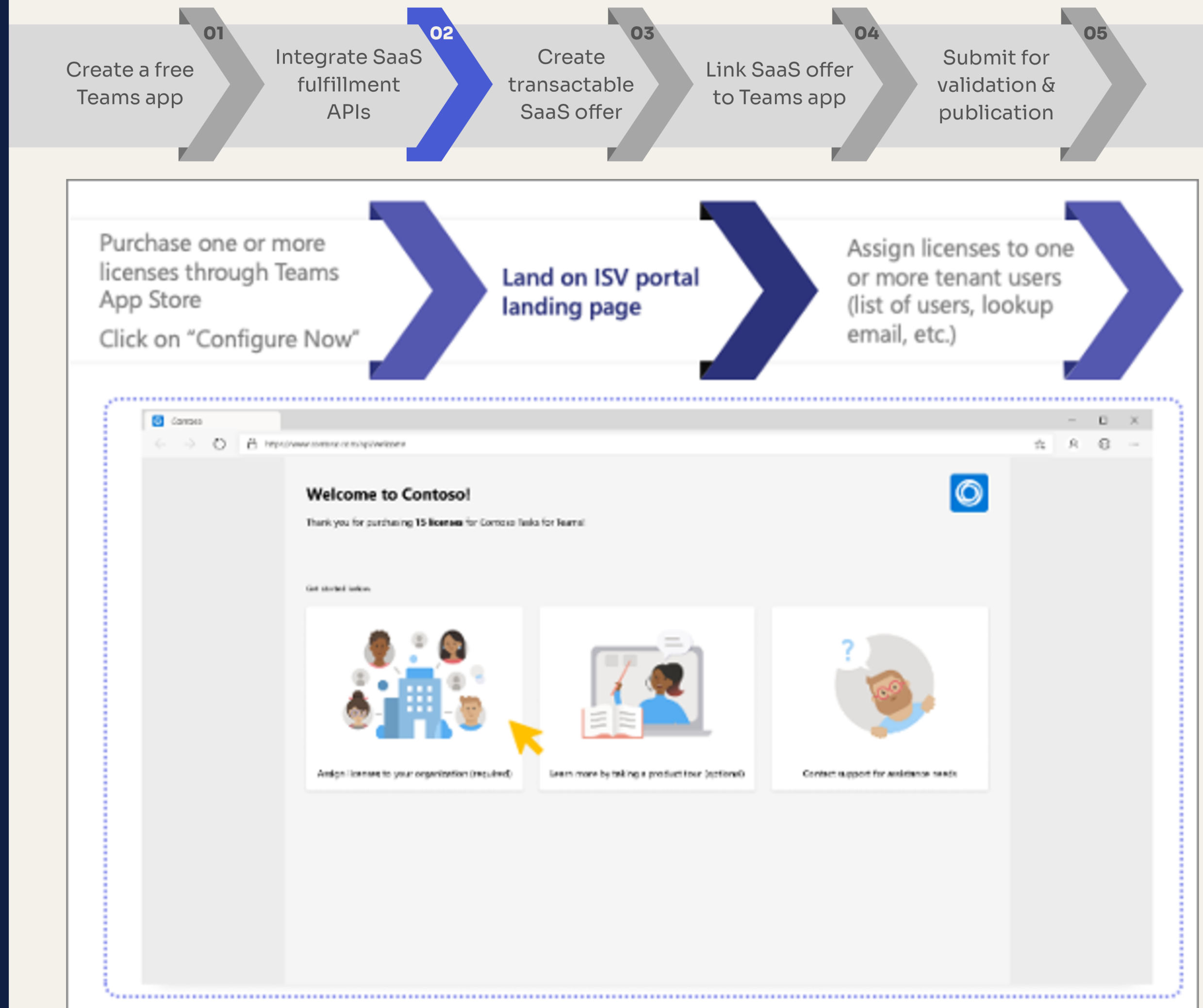
Land on ISV portal landing page

Assign licenses to one or more tenant users (list of users, lookup email, etc.)



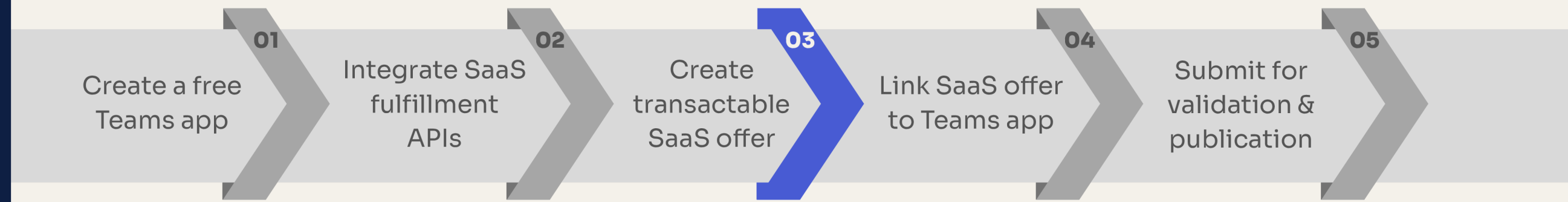
Integrate SaaS Fulfillment APIs

STEP 2



Create SaaS Offer in Partner Center

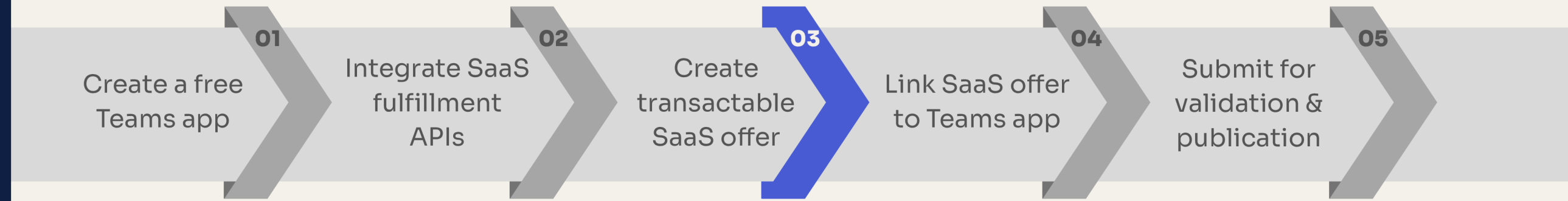
STEP 3



- **Specify relevant details**
 - Description
 - Pricing
 - URL of landing page
 - URL of webhook

Create SaaS Offer in Partner Center

STEP 3



Microsoft Partner Center

Home > Marketplace offers > Contoso Tasks for Teams

Offer overview

Offer setup

Properties

Offer listing

Preview audience

Technical configuration

Plan overview

Co-sell with Microsoft

Resell through CSPs

History

Contoso Tasks for Teams | Offer setup

Software as a Service

Changes complete, not published

Alias

Enter a descriptive name that we'll use to refer to this offer solely within Partner Center. The offer alias won't be used in the marketplace and is different than the offer name shown to customers. If you want to update the offer name navigate to the [Offer Listing page](#).

Alias *

Contoso Tasks for Teams

Setup details

Would you like to sell through Microsoft? *

Choose whether you want to sell this offer through Microsoft. Doing so may improve customer discovery and acquisition. If you select Yes, a set of pre-requisite technical configuration will be required in your service. If you select No, your offer will still be available in the marketplace as a listing only. This choice cannot be changed once your offer is published. [Learn more](#)

☒ Yes, I would like to sell through Microsoft and have Microsoft host transactions on my behalf

☐ No, I would prefer to only list my offer through the marketplace and process transactions independently

Test drive

A test drive lets customers try your offer for free for a limited period of time without requiring purchase compared to a free trial. By enabling test drive, you will provide a pre-built environment allowing hands-on experience and receive a lead for each customer that has tried your product using the lead management system info you provide in Offer setup. Additional technical configuration will be required to manage deployment of test drives. [Learn more](#)

☐ Enable a test drive

Customer leads

You can provide connection details to the CRM system where you would like us to send customer leads. We support a variety of CRM systems.

In any case, you can access customer leads on the Referrals workspace in Partner Center.

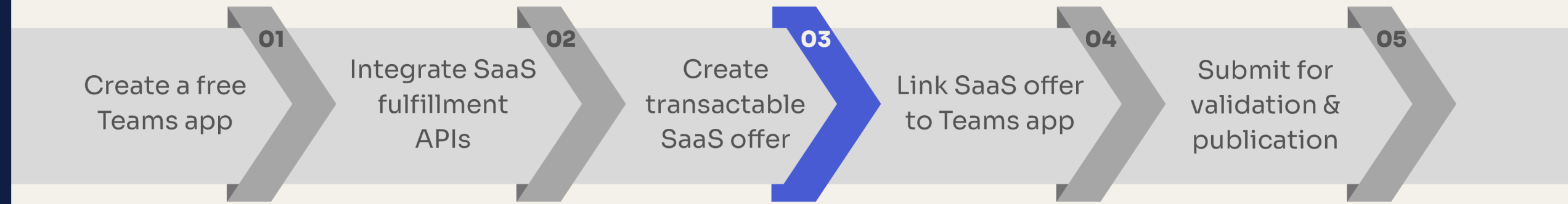
[Learn more about configuring customer leads.](#)

No CRM system connected

[Connect](#)

Create SaaS Offer in Partner Center

STEP 3



Microsoft Partner Center

Home > Marketplace offers > Contoso Tasks for Teams

Offer overview
Offer setup
Properties
Offer listing
Preview audience
Technical configuration
Plan overview
Co-sell with Microsoft
Resell through CSPs
History

Contoso Tasks for Teams | Properties Software as a Service

Save draft Compare Review and publish

ⓘ Changes incomplete, not published

Define the categories used to group your offer on the marketplace, the legal contracts supporting your offer, and your app version. These details will appear to your customer when they discover your app in the marketplace. [Learn more.](#)

Categories* ⓘ

Your offer's transaction capabilities and the category/subcategory selection will determine the storefront where your offer will be published. Depending on your category selection, offers targeted to a technical (IT/Dev) audience will be published to Azure Marketplace and offers intended for a business audience will be published to Microsoft AppSource.

Primary category*

+ Categories*

Please select at least 1 category.

Industries

Industry selection applies only for offers published to AppSource. If your offer is not industry specific, do not select one.

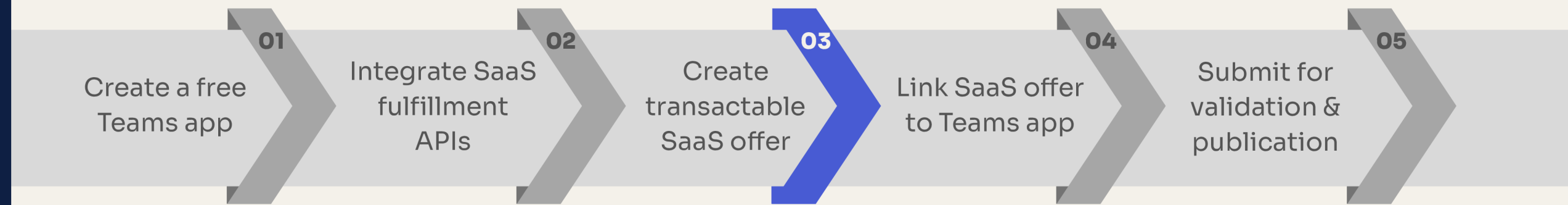
Is your offer applicable to

☒ Apps ⓘ

+ Industries

Create SaaS Offer in Partner Center

STEP 3



**Pig Latin Premium**
Software as a Service

Offer overview

Offer setup

Properties

Offer listing

Preview audience

Technical configuration

Plan overview

Co-sell with Microsoft

Resell through CSPs

History

Offer ID: pig_latin

Offer listing

Save draftCompareReview and publish

A fun app that lets you translate text into Pig Latin.

Pig Latin, or "Igpay Atinlay" is a language game or argot in which English words are altered, usually by adding a fabricated suffix or by moving the onset or initial consonant or consonant cluster of a word to the end of the word and adding a vocalic syllable to create such a suffix. For example, "Wikipedia" would become "Ikipediaway" (the "W" is moved from the beginning and has "ay" appended to create a suffix). The objective is to conceal the words from others not familiar with the rules. The reference to Latin is a deliberate misnomer; Pig Latin is simply a form of argot, cant, or jargon unrelated to Latin, and the name is used for its English connotations as a strange and foreign-sounding language. It is most often used by young children as a fun way to confuse people unfamiliar with Pig Latin.

Getting Started Instructions* ⓘ

Add the app to Teams and send our chat bot a message to have it translated.

Getting Started Instructions are only required if you selected to sell the offer through Microsoft.

Search keywords (Enter no more than 3) ⓘ

Pig LatinFunChat Bot

Privacy policy link* ⓘ

<https://www.westleysis.com/piglatin/privacy/>

Useful links ⓘ

[Add a link](#)

Contact information

Support contact ⓘ

Create SaaS Offer in Partner Center

STEP 3



Microsoft Partner Center

Search

[Home](#) > [Marketplace offers](#) > [Contoso Tasks for Teams](#)

Offer overview

Offer setup

Properties

Offer listing

Preview audience

Technical configuration

Plan overview

Co-sell with Microsoft

Resell through CSPs

History

Contoso Tasks for Teams | Preview Audience

Software as a Service

Changes complete, not published

When you publish or update an offer, we will create a preview version accessible to only the audience that you before it goes live. Enter either AAD or MSA email addresses below to include people in your preview audience [preview](#).

Azure Active Directory or Microsoft Account email address *	Description	
admin@contosotasksforteams.com	Administrator	Remove
devops@contosotasksforteams.com	DevOps	Remove
testing@contosotasksforteams.com	Test team	Remove

[+ Add another email \(Max 10\)](#)

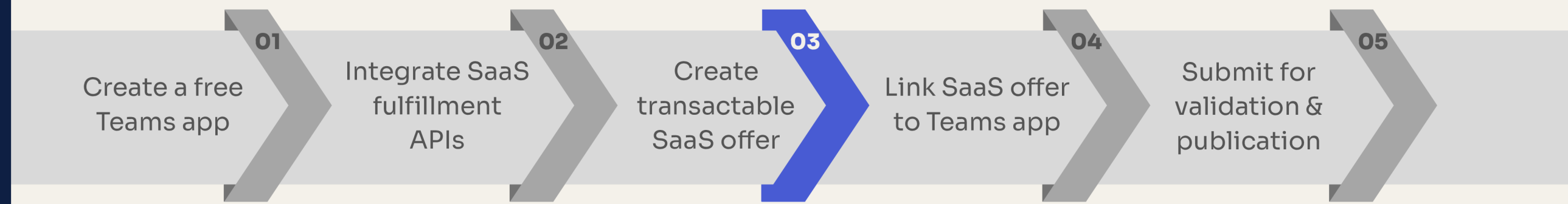
[↓ Export Audience \(csv\)](#) [↑ Import Audience \(csv\) \(Max 20\)](#)

Save draft

Review and publish

Create SaaS Offer in Partner Center

STEP 3



Microsoft Partner Center

Home > Marketplace offers > Contoso Tasks for Teams

Offer overview
Offer setup
Properties
Offer listing
Preview audience
Technical configuration
Plan overview
Co-sell with Microsoft
Resell through CSPs
History

Contoso Tasks for Teams | Technical configuration

Software as a Service

✓ Changes complete, not published

Provide details from the development of your service required for successful integration with Microsoft. [Learn more](#)

⚠ Your offer is currently set to be billed through Microsoft. This requires integration with Azure Active Directory and these details, you can change this setting in [Offer Setup](#).

[Learn more about integrating with the fulfillment APIs here.](#)

Landing page URL* ⓘ

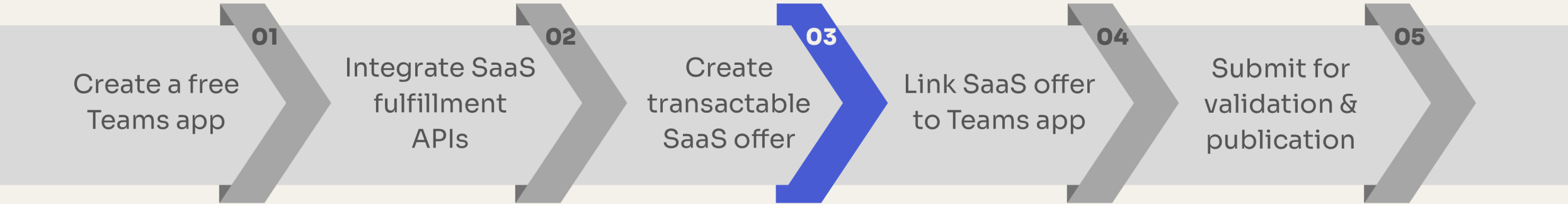
Connection webhook* ⓘ

Azure Active Directory tenant ID* ⓘ

Azure Active Directory application ID* ⓘ

Create SaaS Offer in Partner Center

STEP 3



Microsoft Partner Center

Search

Home > Marketplace offers > Contoso Tasks for Teams

Offer overview

Offer setup

Properties

Offer listing

Preview audience

Technical configuration

Plan overview

Co-sell with Microsoft

Resell through CSRs

History

Contoso Tasks for Teams | Plan overview

Software as a Service + Create new plan

Sync private audiences

Review and publish

Name	Pricing model	Availability	Status	Action
Contoso Tasks Enterprise Plan ID: contoso-tasks-enterprise	Per user	Public	Draft	Delete draft
Contoso Tasks Professional Plan ID: contoso-tasks-professional	Per user	Public	Draft	Delete draft

Microsoft Partner Center

Search

Home > Marketplace offers > Contoso Tasks for Teams > Plan overview > Contoso Tasks Professional

Plan listing

Pricing and availability

Contoso Tasks Professional | Plan listing

Save draft Compare Review and publish

Changes complete, not published

Describe the plan as you would like it to appear in the marketplace. [Learn more about configuring plan listing.](#)

Plan name*

Contoso Tasks Professional

Plan description*

Normal - B / [Icons]

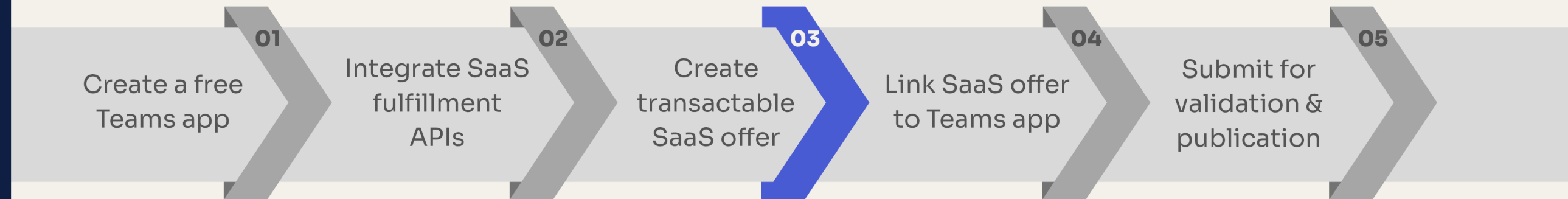
Contoso Tasks for Teams Professional allows you to track tasks across Microsoft Teams chats, channels, and meetings. Assign, track, and report on tasks across Microsoft Teams.

HTML

2817

Create SaaS Offer in Partner Center

STEP 3



Microsoft Partner Center

Home > Marketplace offers > Contoso Tasks for Teams > Plan overview > Contoso Tasks Professional

Plan listing

Pricing and availability

Contoso Tasks Professional | Pricing and availability

Changes incomplete, not published

Define the markets, pricing and availability for this plan. Learn more about [configuring your offer](#).

Markets

Your plan will be available for users in the 11 of 141 markets to deploy this offer in any of the following markets.

[Edit markets](#)

Pricing

You can now create Private Offers that support time-bound private pricing with custom pricing rules.

You can now update offer prices. For the new price to become effective on a specific date, set the effective date.

Pricing model

Prices input in USD are converted to market-specific currencies using current exchange rates. Pricing model cannot be changed once the offer is published. In addition, all plans for this offer must use the same pricing model.

☐ Flat rate

☒ Per user

User limits

Setting the minimum and maximum number of users is optional. If left blank, the default minimum and maximum users are 1 and 1,000,000. If your service is unable to scale up to 1,000,000 users, set the maximum users to the supported limit.

☐ Minimum users

☐ Maximum users

Billing terms

Price

☒ Monthly 15 USD per user / month

☒ Annual 144 USD per user / year

Custom meter dimensions cannot be used in combination with a free trial.

[Export pricing data](#) [Import pricing data](#)

Effective Dates

Free Trial

☒ Allow a one-month free trial

Plan visibility

☒ Public

☐ Private

This plan will be available to everyone in the Azure Portal and Azure Marketplace.

[Save draft](#) [Sync private audiences](#) [Review and publish](#)

Select markets modal

Note: If a market is a Microsoft Managed Market, for sales through all customer purchase channels except the Subscription Agreement customer purchase channel.

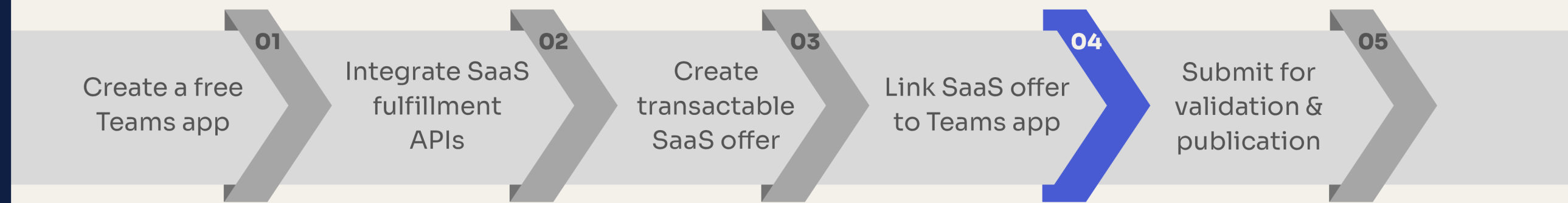
Select all Select only Microsoft fee markets Unselect all

☐ Afghanistan	☐ Albania	☐ Algeria
☐ Armenia	☐ Angola	☐ Argentina
☒ Australia	☐ Austria	☒ Austria
☐ Azerbaijan	☐ Bahrain	☐ Bangladesh
☐ Belarus	☒ Belgium	☒ Belgium
☐ Belize	☐ Benin	☐ Bolivia
☐ Bosnia and Herzegovina	☐ Botswana	☐ Brazil
☐ Brazil	☒ Bulgaria	☐ Canada
☐ Brunei	☒ Canada	☐ Cayman Islands
☐ Cameroon	☒ Canada	☐ Costa Rica
☒ Canada	☒ Canada	

[Done](#) [Cancel](#)

Link SaaS Offer to Teams App

STEP 4



- Before submitting offer & app for validation...
- Update offer set up in Partner Center
- Update Microsoft Teams app manifest

```
{  
  "name": { "short": ".. ", "full": ".. " },  
  "bots": [ .. ],  
  "configurableTabs": [ .. ],  
  "subscriptionOffer": {  
    "offerId": "abcd12345.my_offer"  
  },  
}
```


Link SaaS Offer to Teams App

STEP 4



Microsoft Partner Center

Home > Marketplace offers > Contoso Tasks for Teams

Offer overview

Offer setup

Properties

Offer listing

Preview audience

Technical configuration

Plan overview

Co-sell with Microsoft

Resell through CSPs

History

Contoso Tasks for Teams | Offer listing

Software as a Service

Save draft Compare Review and publish

❗ Changes incomplete, not published

Provide details to be displayed in the marketplace including descriptions of your offer and marketing assets. To create engaging marketplace offers read [tips and best practices](#). Learn more about [configuring offer listings](#).

Marketplace details

⚠ Offer listing content is not required to be in English as long as the offer description begins with the phrase "This application is available only in [non-English language]".

Name* ⓘ

Contoso Tasks for Teams

Search results summary* ⓘ

Easily keep track of all your tasks, no matter where they are.

Description* ⓘ

Normal B I U L M A W

HTML

Contoso Tasks for Teams keeps you in the flow of work and on track across your organization. Easily assign, track progress, and report on tasks created in Teams channels, chats, and meetings. Keep everyone updated with real-time status updates via the unified dashboard, status board, or scheduled report delivery.

4677

Getting Started Instructions* ⓘ

Download the app to get started today.

Getting Started Instructions are only required if you selected to sell the offer through Microsoft.

Search keywords (Enter no more than 3) ⓘ

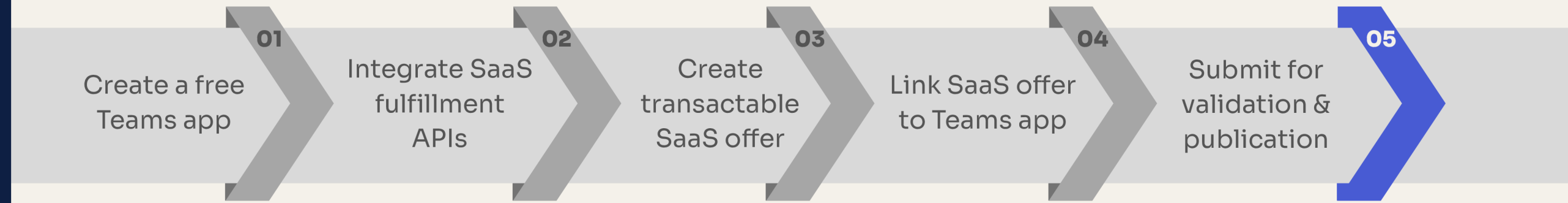
Tasks 95 To Do 95 Productivity 88

Privacy policy link* ⓘ

https://contoso.com/privacy_link

Submit for Validation & Publication

STEP 5



The screenshot shows the Microsoft Teams app submission interface. On the left, a sidebar lists navigation options: Home, CSP, MPN, Incentives, Commercial Marketplace, Office Store (selected), Overview, and Analyze. The main content area is titled 'Pig Latin Translator Teams app' and includes a sub-menu with options: Product overview, Product setup, Packages (selected), Properties, Marketplace listings, Availability, App Compliance, and Product management. The 'Packages' section shows a table with the following data:

Packages	Status	Action
PigLatinTranslator_1_3_11.zip v1.3.11, 16 KB	Complete	Remove

Below the table, a message states: 'Manifest checks passed. After analyzing your package, we have determined that your product is currently targeting the following applications and platforms: Teams'. At the bottom, there is a drag-and-drop area with the text 'Drag your packages here (.zip) or [browse your files](#)'.

The screenshot shows the 'Review and publish' section of the Microsoft Teams app submission interface. The sidebar and sub-menu are the same as in the previous screenshot. The 'Review and publish' section includes a table with the following data:

Area	Details	Last Modified (UTC)	Status
Product setup		3/8/21	Complete
Packages	PigLatinTranslator_1_3_11.zip 1.3.11	4/23/21	Complete
Properties	Category: Social Industry: Professional Services	3/15/21	Complete
Marketplace Listing	Listing Language(s): English	3/12/21	Complete
Availability	Free and available to customers. This branch has a free price in one or more markets.	3/15/21	Complete

Below the table, there is a section for 'Notes for certification' with a warning icon and the text: 'Provide any critical testing instructions, including test accounts, license keys and test credentials. Failure to do so results in an automatic rejection. If your product requires purchase of a service, you must provide test account credentials. If your product offers additional in-app purchases, you must provide a license key. Review this [checklist](#) before you submit. Notes are not saved when you re-submit. Copy and save your testing notes for certification to use for future submissions.' A large text input area is provided for these notes. At the bottom, there are 'Publish' and 'Cancel' buttons.

Resources

- **Landing page**

- Building the landing page for transactable SaaS offer in the commercial marketplace

vtns.io/msteams-appmonetization-landingpage

- **Webhook**

- Microsoft Entra ID & transactable SaaS offers in marketplace

vtns.io/msteams-appmonetization-cert-policies

- Commercial marketplace general listing & offer policies

vtns.io/msteams-appmonetization-entraid-saas

Resources

- **Link SaaS offer to Teams App**

- Configure app for the SaaS offer

vtns.io/msteams-appmonetization-app-offer-config

- Link published Microsoft 365 App consumption clients[?]

vtns.io/msteams-appmonetization-create-saas-offer

- **App & SaaS Offer Validation Guidelines**

vtns.io/msteams-appmonetization-validation-guidelines