



Guide to Teams App Monetization

Last updated: 8/5/2022



Important Note:

- This guide is provided as-is and not a replacement for public documentation from Microsoft which supersedes any guidance provided in this deck

Agenda



Monetization Overview



Partner Pitch



Technical Requirements



Validation Guidance



CTA and Next Steps

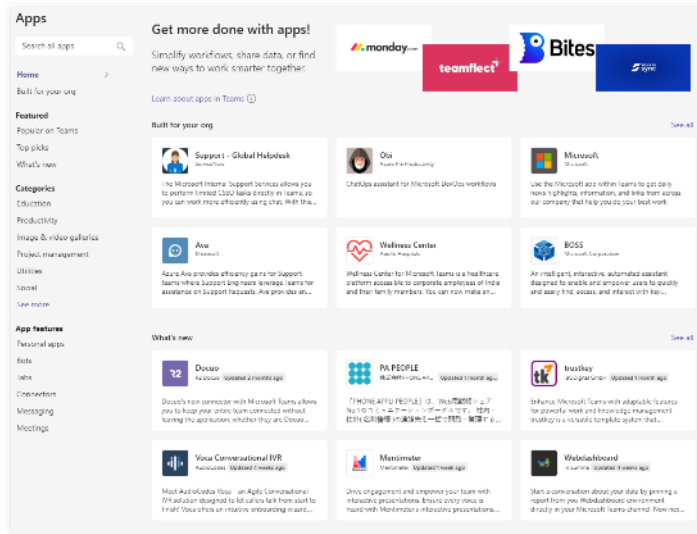


Q&A

What is a monetized Teams app?



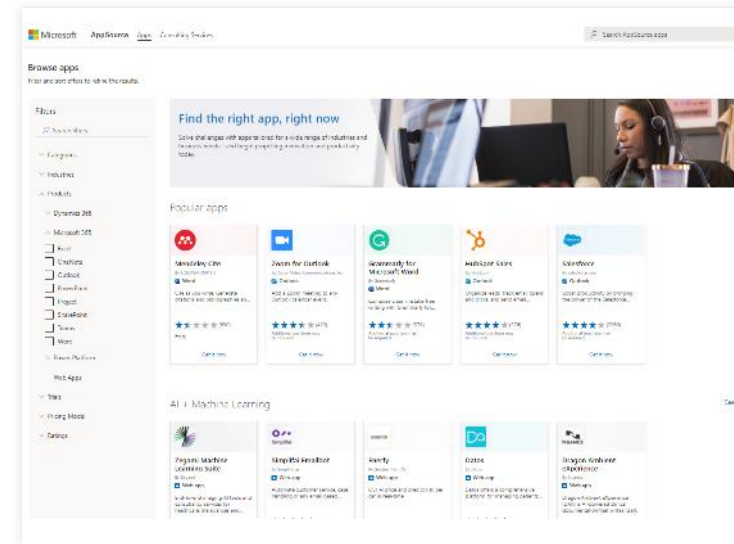
Teams application



(Teams App Store)



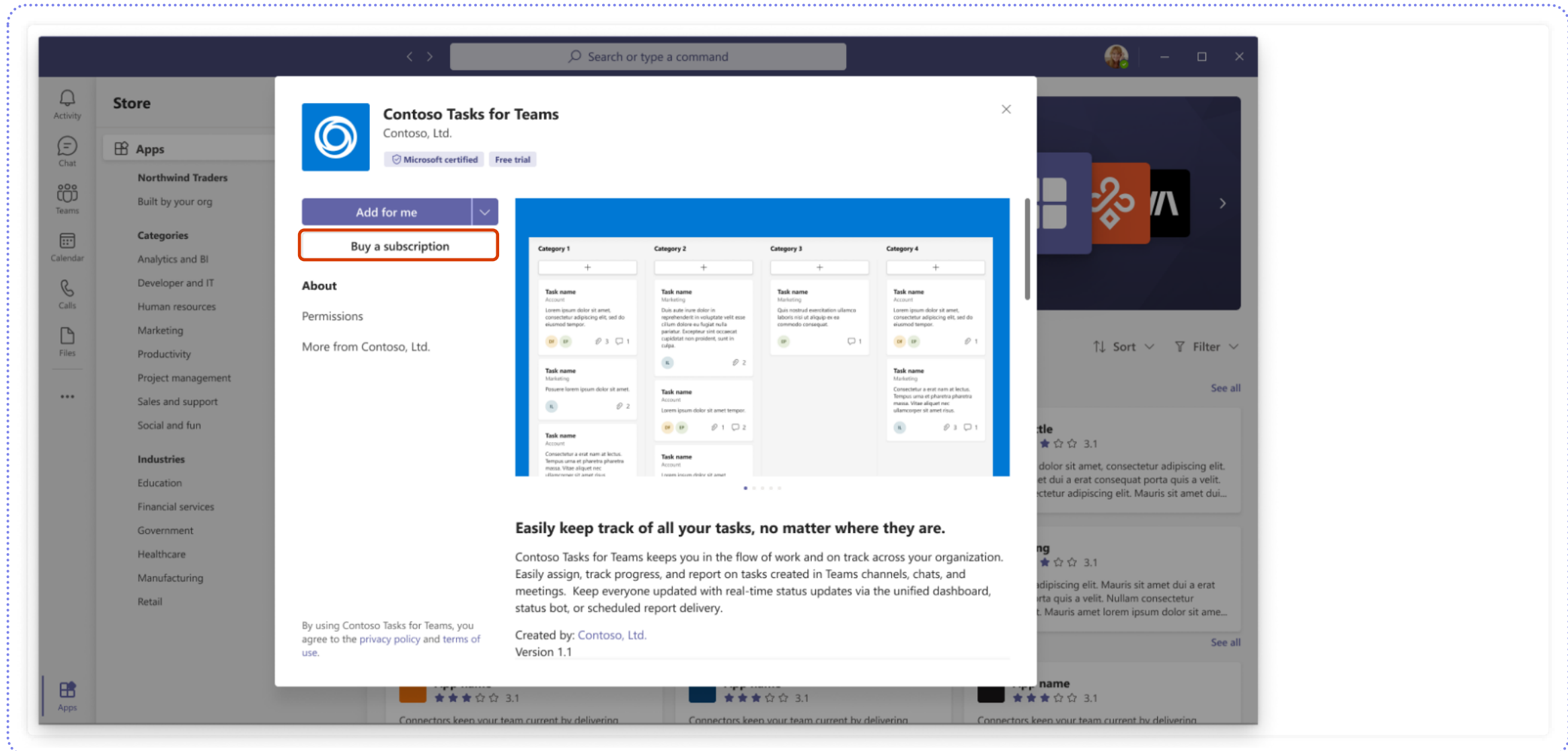
Transactable SaaS offer



(AppSource web app)



How does app monetization manifest in Teams?



OVERVIEW

Ideal ISV candidates for Teams monetization



Have an existing Teams application that provides enhanced value or “stickiness”



Supports per-user or flat-rate models (consumption-based not supported)*



Can differentiate between free and paid in-app experiences



Willingness to build or implement license management components into their app



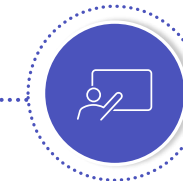
Having a SaaS offer already created and live will help expedite process

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

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 bot, or scheduled report delivery.

Created by: Contoso, Ltd.
Version 1.1

Productivity improvement Collaboration Learning



* Transactable SaaS offerings purchased through Teams and AppSource do not alleviate MACC

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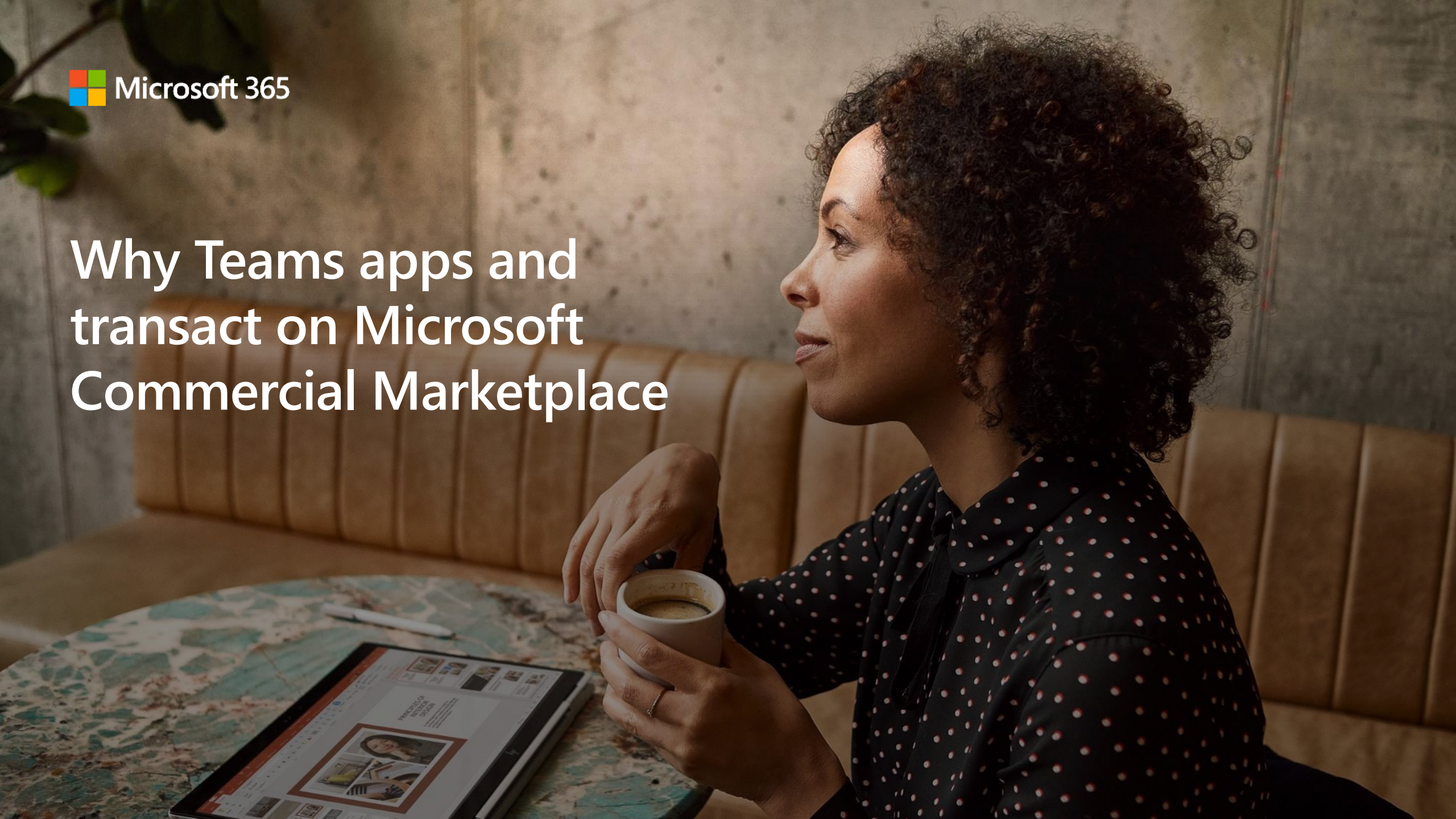


CTA and Next Steps



Q&A

Why Teams apps and transact on Microsoft Commercial Marketplace



Why build apps on Teams?

“The Microsoft Cloud is the only cloud that supports everything an organization needs to adopt to hybrid work. It starts with Teams. It’s where people meet, chat, call, collaborate and automate business processes all within the flow of work. No other solution offers this today.”

Satya Nadella, chairman and CEO, Microsoft.
Microsoft Inspire Partner Conference, July 2021



Microsoft Teams



145M+

More than 145M daily active Teams users



500,000+

More than 500,000 organizations use Teams



x7

Daily active users of apps on Teams has grown seven times since the start of the pandemic



x2

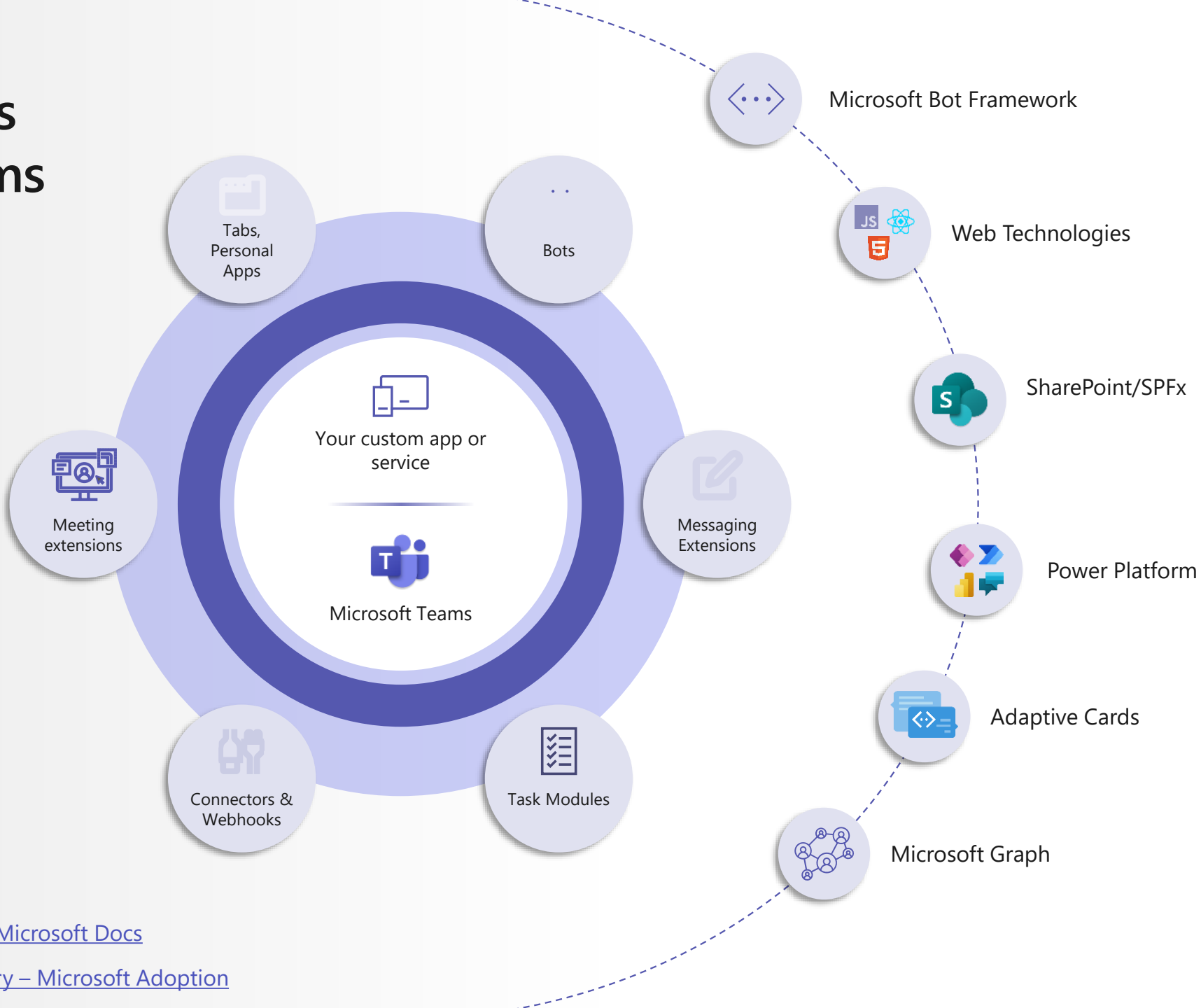
The number of apps created on our Teams platform has doubled in one year



181

Teams in 181 markets with support for 53 languages and growing

Build custom apps on Microsoft Teams to meet your unique needs



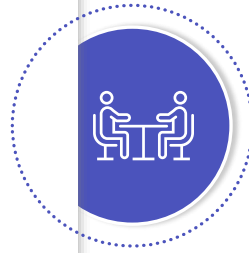
[Microsoft Teams app templates – Teams | Microsoft Docs](#)

[Microsoft 365 Extensibility look book gallery – Microsoft Adoption](#)



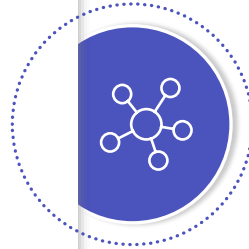
New benefits to help you build Teams apps

aka.ms/ModernWorkISV



1:1 Consultations

Dedicated technical team to help partner build high-quality apps faster



Technical benefits

Product & skilling benefits



Unified ISV Experience

Unified partner experience across Partner Center and Microsoft AppSource



Go-To-Market benefits

Marketing, launch asset planning, as well as better exposure to Microsoft field

Why transact apps on Microsoft Commercial Marketplace?

The most partner-focused business platform

**3% flat
transaction fee**

Keep more of your margin with reduced marketplace transaction fees from an industry-standard 20% to 3%

NEW

Earn cash rewards for publishing a new Microsoft Teams app in Microsoft AppSource and Microsoft Teams Store between July 1, 2022 and June 30, 2023

Incentive structure

Tier 1: Marketplace Publish Incentive²

Lever 1: Publish Incentive ³	Option 1: Broad Publish Incentive Awarded when a transactable offer is published into any Microsoft commercial marketplace store fronts during the campaign period.	\$10,000
Lever 2: High quality publish incentive for Teams apps ⁴	Awarded when a transactable Teams app is published into Microsoft AppSource and Teams Store with high quality criteria: AAD SSO enabled and leverage two collaborative features of Teams to earn the incentive. ⁵	\$10,000

Tier 2: Grow Incentive⁶

Lever 3: Billed Sales incentive	Awarded when a transactable offer reaches USD \$25,000 in monthly billed sales for the first time in 12 months or for the first time since its publication, whichever timeframe is shorter.	\$10,000
Lever 4: Usage incentive (Teams apps only)	Awarded when a Teams app reaches 5000 in monthly active user count for the first time in 12 months or for the first time since its publication, whichever timeframe is shorter.	\$10,000

Sign Up for Microsoft 365 ISV Benefits Program

<https://aka.ms/ModernWorkISV>

¹Please refer to the [ISV Marketplace Transact and Grow incentive Campaign asset collection](#) for more details. See [Terms & Conditions](#) for full eligibility.

²For the Marketplace Publish incentive, each participant (determined at the MPN ID level) can earn up to three payments from the levers and options below. Incentive earning for one marketplace offer on one option of lever 1, or incentive earning for one Teams app on lever 2 is determined as one payment. An eligible marketplace offer can earn on both lever 1 and lever 2 of the Marketplace Publish incentive.¹

³For Lever 1: Publish Incentive, there are 2 Options. Option 1 is included in the table above. Option 2: Azure IP Co-sell Publish incentive, \$10,000 - Awarded when a transactable offer is published for an Azure IP Co-sell eligible application into any Microsoft commercial marketplace store fronts during the campaign period. See [Terms & Conditions](#) for full eligibility. Additional information available here: [Marketplace Transact and Grow Incentive Campaign Walking Deck](#).

⁴Find detailed information on a [transactable Teams Store app](#), [Azure Active Directory single sign-on](#) enabled, and the collaborative features of Teams.

⁵Eligible Teams collaborative features include tabs for chat/channel, personal tabs, bot using adaptive cards, messaging extension using adaptive cards & meeting extension.

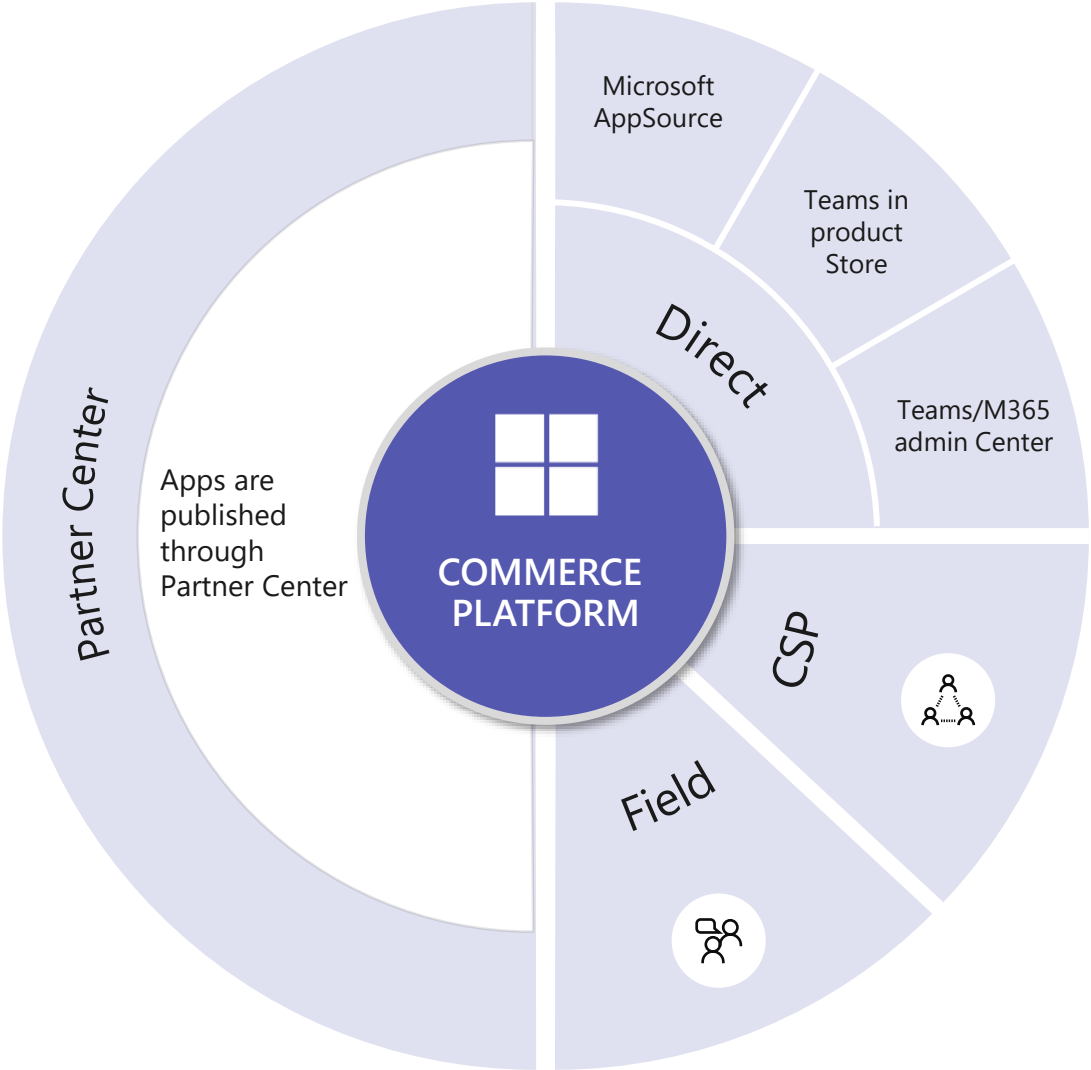
⁶For the Grow incentive, an eligible marketplace offer can earn on both lever 1 and lever 2 of the Grow incentive. Offers published before the Program Term are also eligible for this Growth incentive. There is no limit on how many offers partners can earn incentive on.

Microsoft Commercial Marketplace



Partners

[Learn more about Marketplace](#)



Buyers

Our partners can take their business to the next level with marketplace

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

The Partner Opportunity for Creating Microsoft Teams Applications

Increased # of deals

40%-250%

Compared to a baseline number of non-Teams application deals at 100%, the anticipated number of deals in the first year ranges from 40% to 250% higher

Increased deal size

Up to 400%

Compared to the baseline of 100%, the Teams-related deal increase ranges in size from no increase for those already selling enterprise deals

Other opportunities



Improve value proposition and competitive differentiation



Create better usage and customer stickiness



Reduce development and delivery cost

Voice of the partner

“Teams significantly increases our TAM. Additionally, the power of the Microsoft name gives instant credibility.”

- VP of presales

“Teams opens up enterprise-wide deployments for us rather than department-sized deals. It gives us more distribution in terms of customer we can serve and the value we provide. Seventy-five percent of our pipeline is tied to Teams.”

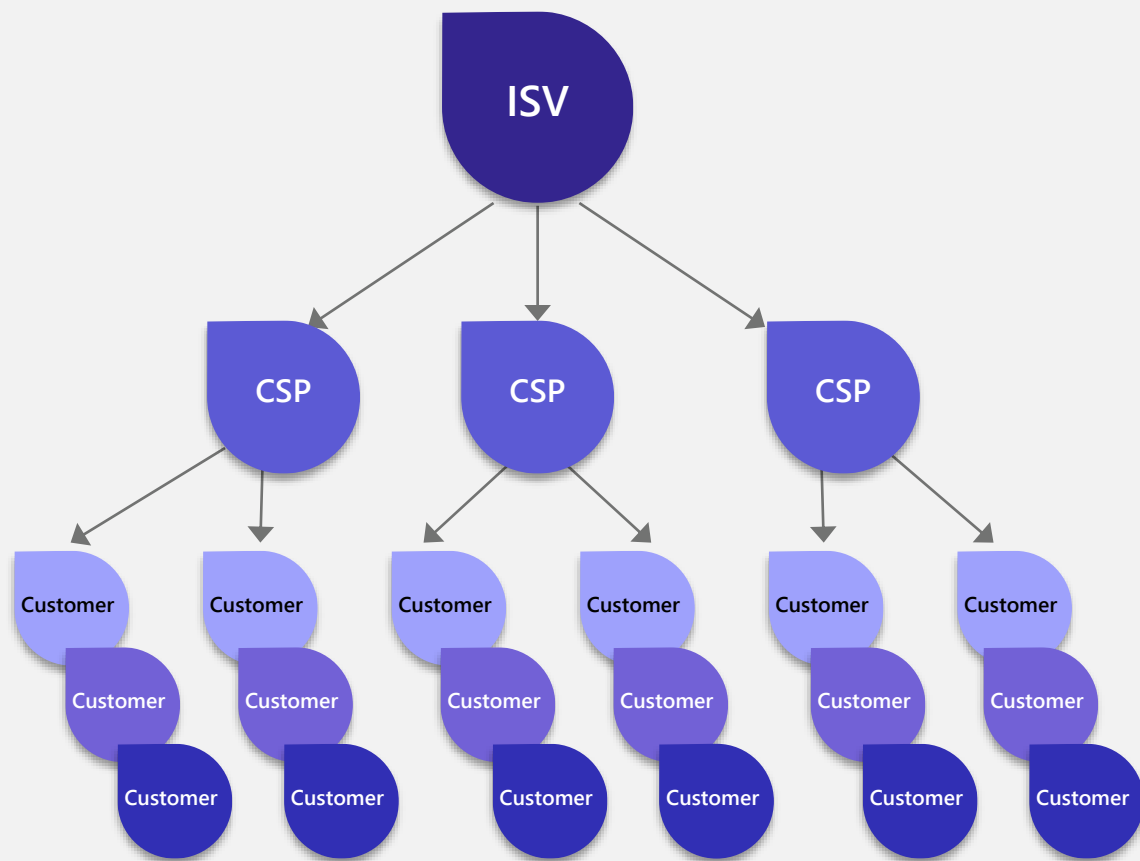
- Product marketing

“With AppSource, we can have access to all CSP partners around the world. That is something we will be launching in the next few months.”

- Alliances manager

Expand Customer Reach : CSP





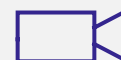
Extend your salesforce with CSPs

Cloud Solution Providers sell and deploy Microsoft apps, as well as recommend and sell your solutions directly to customers based on their business needs.

In many cases, CSPs offer better value to customers by selling comprehensive offerings that include both Microsoft, ISV apps and your services.

This presents an excellent opportunity for ISVs—CSPs can act as an extension of your salesforce, including your app as part of these packages.

As of February 2022, ISVs can create deals with CSPs to share margin on apps sold to the CSP's customers. ISV [LawToolBox teamed up with CSP Pax8](#) and has seen a **105% increase in licenses transacted through marketplace.**



[Nimble and Sherweb partner up for growth on the commercial marketplace](#)



Scale your reach through CSP

NEW! ISVs can provide private offers to resellers for selling their marketplace offer.

- ISV can define a margin % off the retail price for their offer (or a plan under their offer)
- ISV can define a different margin % per CSP per offer up to a limit of 400 CSP tenants
- This will impact CSP partners who Microsoft bills: Direct CSPs or Indirect Providers

Value Proposition



Top requested feature by both ISV and CSP partners



Help us compete with our top competitors



Provide value of transacting marketplace offers to CSP partners



Automate negotiated margin capabilities into Marketplace. CSP partners get their margin upfront removing the need for rebates outside of marketplace

Pre-requisites

Pre-requisites

The offer needs to be:



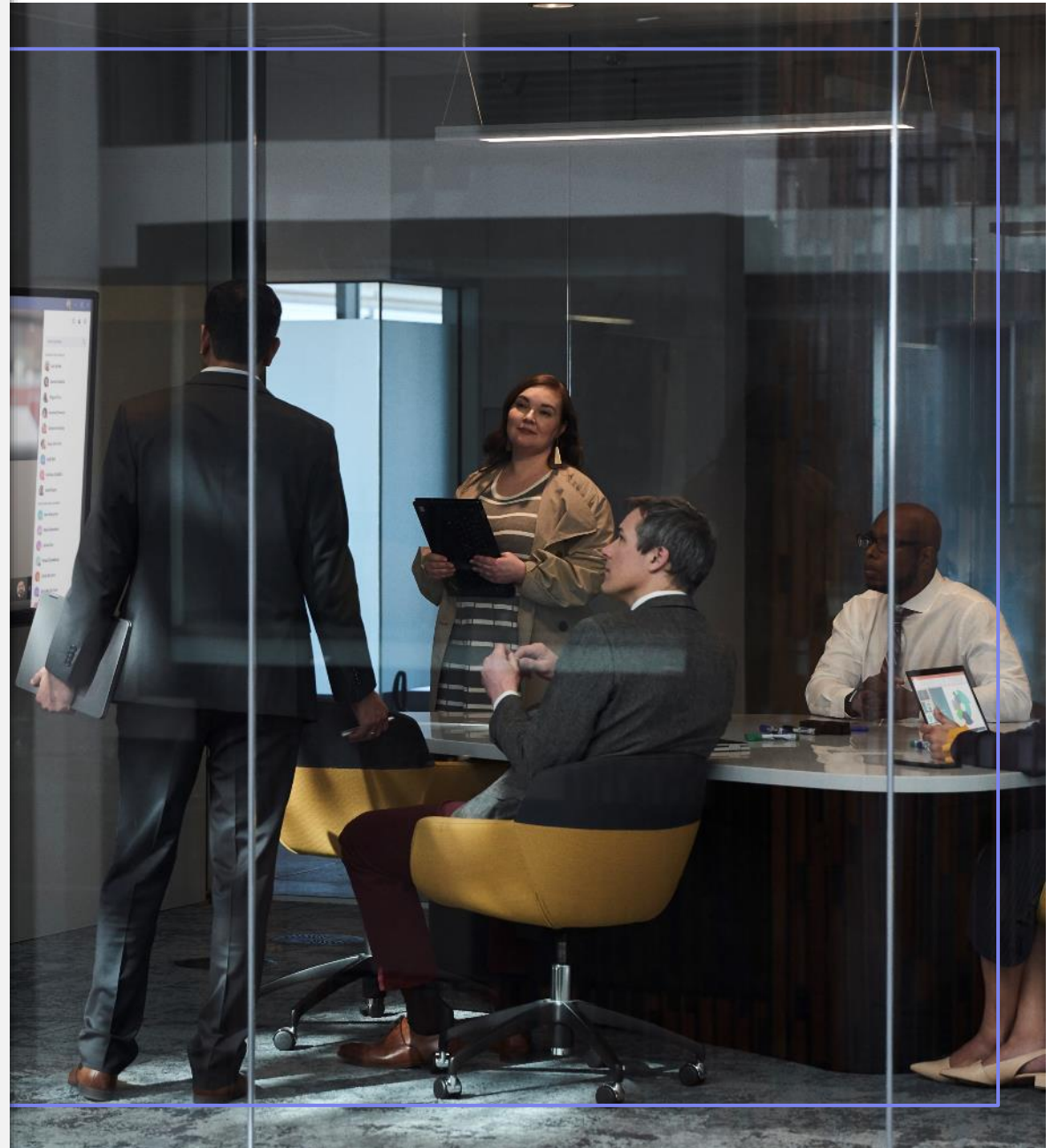
Transactable (not free, contact me, or BYOL)



Public – available for purchase on Azure Marketplace or Microsoft AppSource by direct customers



Opted in to be sold via CSP (by all partners or specific partners)



Become CSP Channel Ready



1. Define your margin strategy



2. Create materials for CSPs



3. Update Partner Center



4. Become Channel Ready

Learn more and get started today:

<https://aka.ms/TeamsMonetization/CSPChannelReadyGuide>

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Validation Guidance



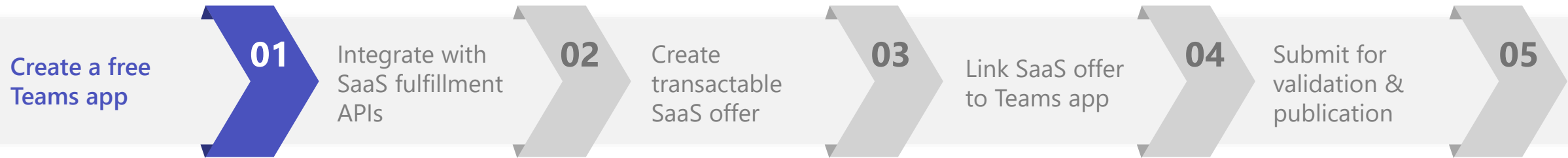
CTA and Next Steps



Q&A

Five-step process to monetizing a Teams app starts with having an existing free version

This guide assumes developer has already built a non-monetized Teams app. Creating a full Teams app from scratch is outside scope of this content.¹ Links are provided below as starting point.



Requirements

1. Why build apps on Teams?

Public sources of information to learn more

- [Build your first Microsoft Teams app overview](#)
- [Prerequisites: Get started with Microsoft Teams app development](#)
- [Build apps for the Microsoft Teams platform](#)
- Even more: [Microsoft Teams Platform developer documentation](#)
- Video: [Get started building Microsoft Teams apps](#)
- Video: [Publish your app in the Microsoft Teams App Store](#)

ONCE YOU HAVE NON-MONETIZED APP, MOVE ON TO STEP 2 →

¹ Please see [Common scenarios for app and transactable SaaS offers](#) for additional info

Step 2: Build the landing page and webhooks to integrate with commerce APIs

Integration with these APIs by publishers is required to allow subscription lifecycle to be managed by marketplace. While this is one of the most resource-intensive steps for ISVs during the process, it is well documented online and few ISVs encounter problems



Requirements

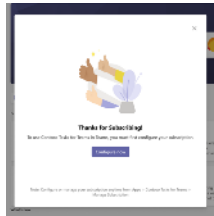
1. Create & **publish a landing page** for initial app subscription configuration & assignment
2. Create & **publish a webhook** to handle subsequent marketplace requests to provision, update and cancel subscriptions

Public sources of information to learn more

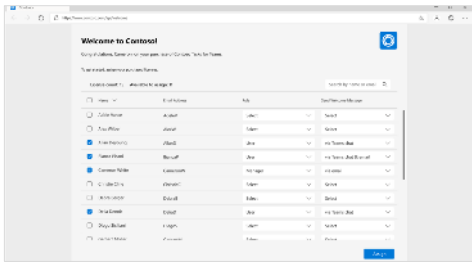
- [Build the landing page for your transactable SaaS offer](#)
- [AAD and transactable SaaS offers in the commercial marketplace](#)
- [Commercial marketplace general listing and offer policies](#)
- [SaaS fulfillment APIs v2 in Microsoft commercial marketplace](#)
- [SaaS fulfillment API FAQ](#)

How do the landing page and webhook work to enable transactions?

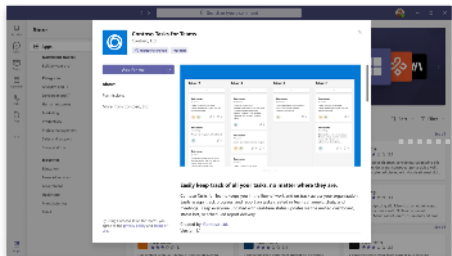
USER PERSPECTIVE



USER COMPLETES PURCHASE



USER DIRECTED TO ISV LANDING PAGE



USER RETURNS TO TEAMS

ISV PERSPECTIVE

USER purchases app in commercial marketplace & clicks "configure" at end of Teams purchase flow



1 **MARKETPLACE** opens browser to publisher **LANDING PAGE** URL defined in offer setup, passes **TOKEN** in URL



2 **PUBLISHER** can then request purchase details by passing **TOKEN** back to marketplace via **COMMERCE** APIs



3 **PUBLISHER** provisions internally, notifies **MARKETPLACE** that subscription is active via **COMMERCE** APIs



4 **MARKETPLACE** resumes purchase flow experience for user after ISV confirms, redirects user to (now activated) app



5 **PUBLISHER** receives subsequent subscription changes (e.g., updates, cancellations) via **WEBHOOK** defined in offer setup

FREQUENTLY ASKED QUESTIONS

Q: Is SSO Required?

A: Yes, per [Commercial marketplace general listing and offer policies](#):

"If you choose to sell through Microsoft, the marketplace buyer must be able to activate their subscription using the Azure Active Directory (Azure AD) log in information that they used to purchase your marketplace offer. This means that your [offer landing page](#) and your application must allow the marketplace buyer to [log in using Azure AD Single Sign-On \(SSO\)](#)"

Q: What is in this "token"?

A: The token doesn't provide information per se. It passed to the ISV via the landing page URL like <https://contoso.com/signup?token=<blob>> and enables ISVs to pass it back to the commerce APIs and receive details on the purchase



Most ISVs find integration with commerce APIs straightforward

Word of caution: These APIs can be deceptively simple to implement. ISVs should thoroughly validate end-to-end experience before submitting

1

Provide landing URL for marketplace to pass token

```
// STEP 1:
[HttpGet]
[Route("api/subscription/signup")]
public async Task<HttpResponseMessage> Signup(string token) {
    var resolve = await SaasFulfillmentUtility.ResolvePurchase(token);
    // here is where publisher would need to integrate with their own license management systems to configure,
    provision
    await ActivateSubscription(resolve.subscription.id, resolve.subscription.planId, resolve.quantity);
    return Request.CreateResponse(System.Net.HttpStatusCode.OK, "Subscription setup complete");
}
```

2

Use token to retrieve subscription details via marketplace APIs

```
// STEP 2:
public static async Task<ResolveResponse> ResolvePurchase(string token) {
    Uri requestUrl = new Uri($"https://marketplaceapi.microsoft.com/api/saas/subscriptions/resolve?api-version=2018-08-31");
    ...
    httpRequestMessage.Headers.Add("x-ms-marketplace-token", token);
    HttpResponseMessage response = await httpClient.SendAsync(httpRequestMessage).ConfigureAwait(false);
    ...
    return JsonConvert.DeserializeObject<ResolveResponse>(await response.Content.ReadAsStringAsync());
}
```

3

Notify marketplace that subscription is activated

```
// STEP 3:
public static async Task ActivateSubscription(Guid subscriptionId, string plan, int quantity) {
    Uri requestUrl = new
Uri($"https://marketplaceapi.microsoft.com/api/saas/subscriptions/{subscriptionId}/activate?api-version=2018-08-31");
    var body = new { planId = plan, quantity = quantity };
    HttpRequestMessage httpRequestMessage = new HttpRequestMessage(HttpMethod.Post, requestUrl) {
        Content = new StringContent(JsonConvert.SerializeObject(body), Encoding.UTF8, "application/json"),
    };
    ...
    HttpResponseMessage response = await httpClient.SendAsync(httpRequestMessage).ConfigureAwait(false);
}
```

BEST PRACTICES

Before submitting for validation at end of this process, always perform end-to-end tests that verify license counts and assignment in your system match what is shown in the Teams Admin Center when users...

- Activate and configure their subscription on your landing page
- Assign, remove or re-assign licenses to themselves or others
- Cancel or renew their subscription



Best Practices: Landing Page and license management

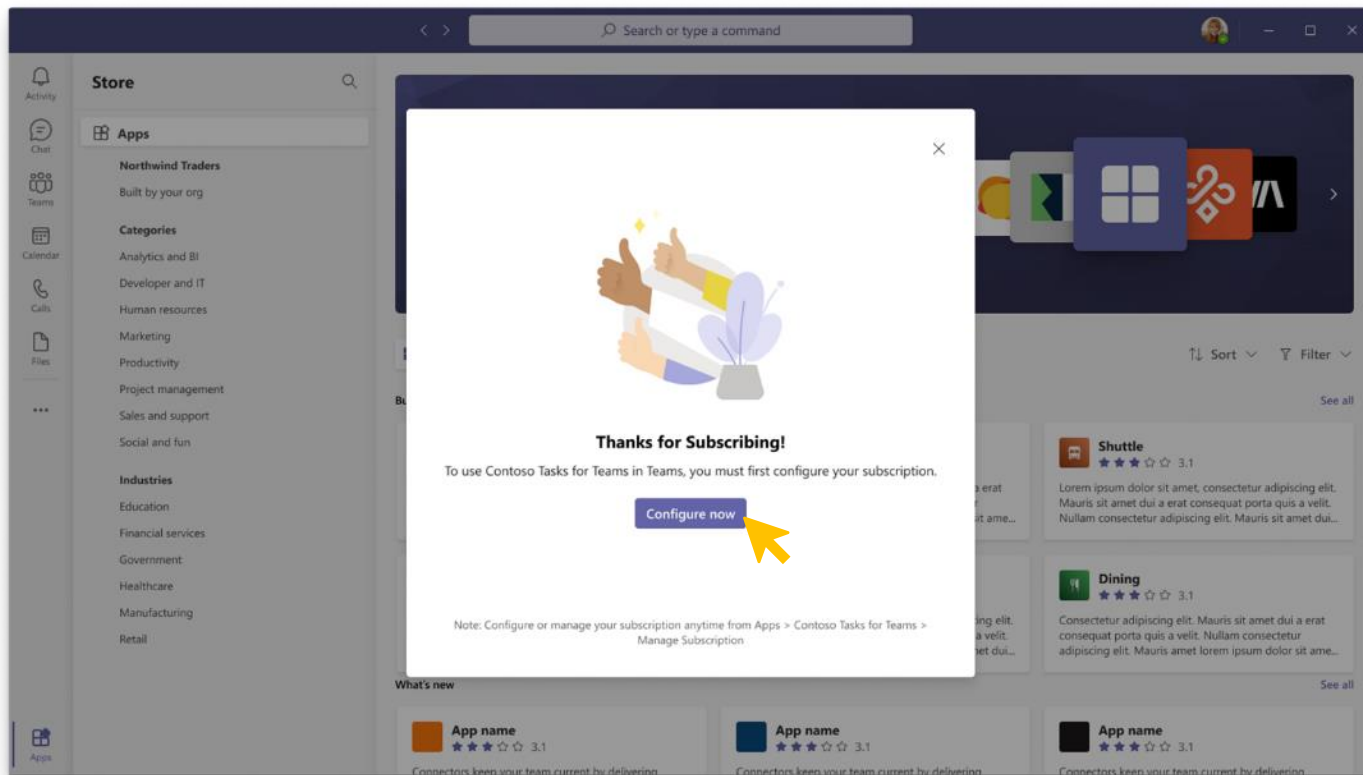
Purchase one or more licenses through Teams App Store
Click on "Configure Now"

Land on ISV portal landing page

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

BEST PRACTICES

- Teams monetization capabilities were designed to **support per-user assigned licenses or flat-rate**; other methods will require additional work/logic implementation on behalf of the ISV and are not recommended at this time
- Multiple users who purchase subscriptions should be able to assign licenses and manage subscriptions for individual users within their tenant
- ISVs should support the ability for multiple users to assign license as part of the same tenant (multiple admins)
- ISVs can provide the opportunity for the user to cancel their subscription via the ISV portal (and submits call to MarketplaceAPI to cancel the subscription via commerce systems)



Best Practices: Landing Page and license management (Cont.)

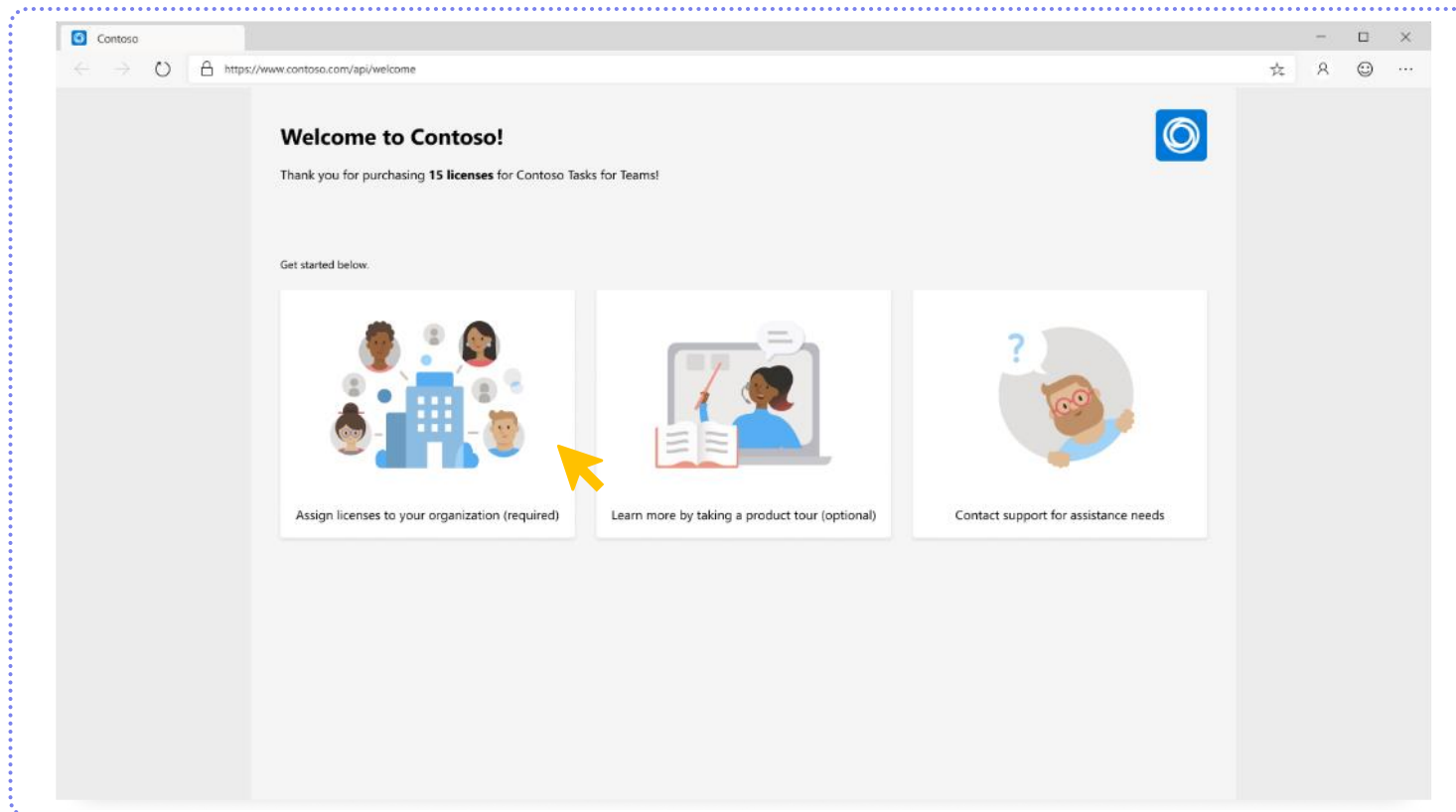
Purchase one or more licenses through Teams App Store
Click on "Configure Now"

Land on ISV portal landing page

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

BEST PRACTICES

- Provide introduction to subscriber on how to use the product
- Allow the subscriber to assign licenses
- Provide way to engage with support for issues (FAQ, knowledgebase, and/or email address)



Best Practices: Landing Page and license management (Cont.)

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.)

BEST PRACTICES

- Validate users don't already have license assigned via another user
- If different license types are available, subscribers should be able to manage and assign appropriately
- Alert users they have been assigned a license (including how to add the app to Teams and get started) via Teams chat bot and/or email
- Provide link back to the license management page for subscriber to manage in the future

The screenshot shows a web browser window with the URL <https://www.contoso.com/api/welcome>. The page title is "Welcome to Contoso!" and it displays a message: "Congratulations, Cameron, on your purchase of Contoso Tasks for Teams. To get started, assign your purchased licenses." Below this, it shows "License count: 15 Available to assign: 11" and a search bar "Search by name or email". A table lists users with columns for Name, Email Address, Role, and Send Welcome Message. The "Assign" button at the bottom right is highlighted with a yellow arrow.

<input type="checkbox"/>	Name	Email Address	Role	Send Welcome Message
<input type="checkbox"/>	Adele Vance	AdeleV	Select	Select
<input type="checkbox"/>	Alex Wilber	AlexW	Select	Select
<input checked="" type="checkbox"/>	Allan Deyoung	AllanD	User	via Teams chat
<input checked="" type="checkbox"/>	Bianca Pisani	BiancaP	User	via Teams chat & email
<input checked="" type="checkbox"/>	Cameron White	CameronW	Manager	via email
<input type="checkbox"/>	Christie Cline	ChristieC	Select	Select
<input type="checkbox"/>	Debra Berger	DebraB	Select	Select
<input checked="" type="checkbox"/>	Delia Dennis	DeliaD	User	via Teams chat
<input type="checkbox"/>	Diego Siciliani	DiegoS	Select	Select
<input type="checkbox"/>	Garhart Muller	GarhartM	Select	Select



Step 3: Create a transactable SaaS offer in Partner Center

A transactable SaaS offer is necessary for customers to purchase apps (or another content) via Microsoft’s commercial marketplace. The best way to think of offer in this context is that it’s an offer to purchase “something”; once offer is created, we make that “something” be the partner’s app.



Requirements

1. **Create a new transactable SaaS offer** in Microsoft Partner Center
2. **Specify offer details** including description, pricing and the webhooks & landing page from prior section
3. Preview and test your transactable SaaS offer then **publish the offer (sans app)**

Public sources of information to learn more

- [Create an MPN account in Partner Center](#)
- [Create a SaaS offer in the commercial marketplace](#)
- [Configure your SaaS offer properties in Azure Marketplace](#)
- [How to test and publish a SaaS offer to the Microsoft commercial marketplace](#)

Create and name a new transactable SaaS offer in Microsoft Partner Center

1 In [Microsoft Partner Center](#), create a new "Software as a Service" offer

2 Provide a free-form OFFER ID (important: this will serve a UID to refer to offer in subsequent sections and portals so make it clear)

Microsoft Partner Center Overview

+ New offer

- Software as a Service
- Azure Application
- Azure Virtual Machine
- Azure Container
- Consulting service
- Dynamics 365 for Customer Engagement & PowerApps
- Dynamics 365 for operations
- Dynamics 365 business central
- IoT Edge module
- Managed Service
- PowerBI App

Orders Summary: Total Orders (Apr) 0

Customers Summary: Total Customers (Apr) 1

Pig Latin Premium: Total Orders (Apr) 0

Offer ID	Offer Type	Last Modified (UTC)
Pig Latin Premium	Software as a Service	2021-04-22

Configure SaaS offer (next slides)

Configure offer in Partner Center: Step 1/6

1

To support transactable offers via your app, ensure you specify that for this offer that you want to “sell through Microsoft and have Microsoft host transactions on my behalf”

The screenshot shows the Microsoft Partner Center interface for configuring an offer. The breadcrumb trail is Home > Marketplace offers > Contoso Tasks for Teams. The page title is 'Contoso Tasks for Teams | Offer setup' with a sub-label 'Software as a Service'. A notification bar at the top right indicates 'Changes complete, not published'. The left sidebar contains a navigation menu with 'Offer setup' highlighted in a red box. The main content area is divided into sections: 'Alias' (with a descriptive text and a link to the 'Offer Listing page'), 'Alias *' (with a text input field containing 'Contoso Tasks for Teams'), 'Setup details' (with a question 'Would you like to sell through Microsoft? *' and two radio button options: 'Yes, I would like to sell through Microsoft and have Microsoft host transactions on my behalf' (selected) and 'No, I would prefer to only list my offer through the marketplace and process transactions independently'), 'Test drive' (with a text block and an unchecked checkbox 'Enable a test drive'), and 'Customer leads' (with a text block and a link to 'Referrals workspace in Partner Center').

Configure offer in Partner Center: Step 2/6

1

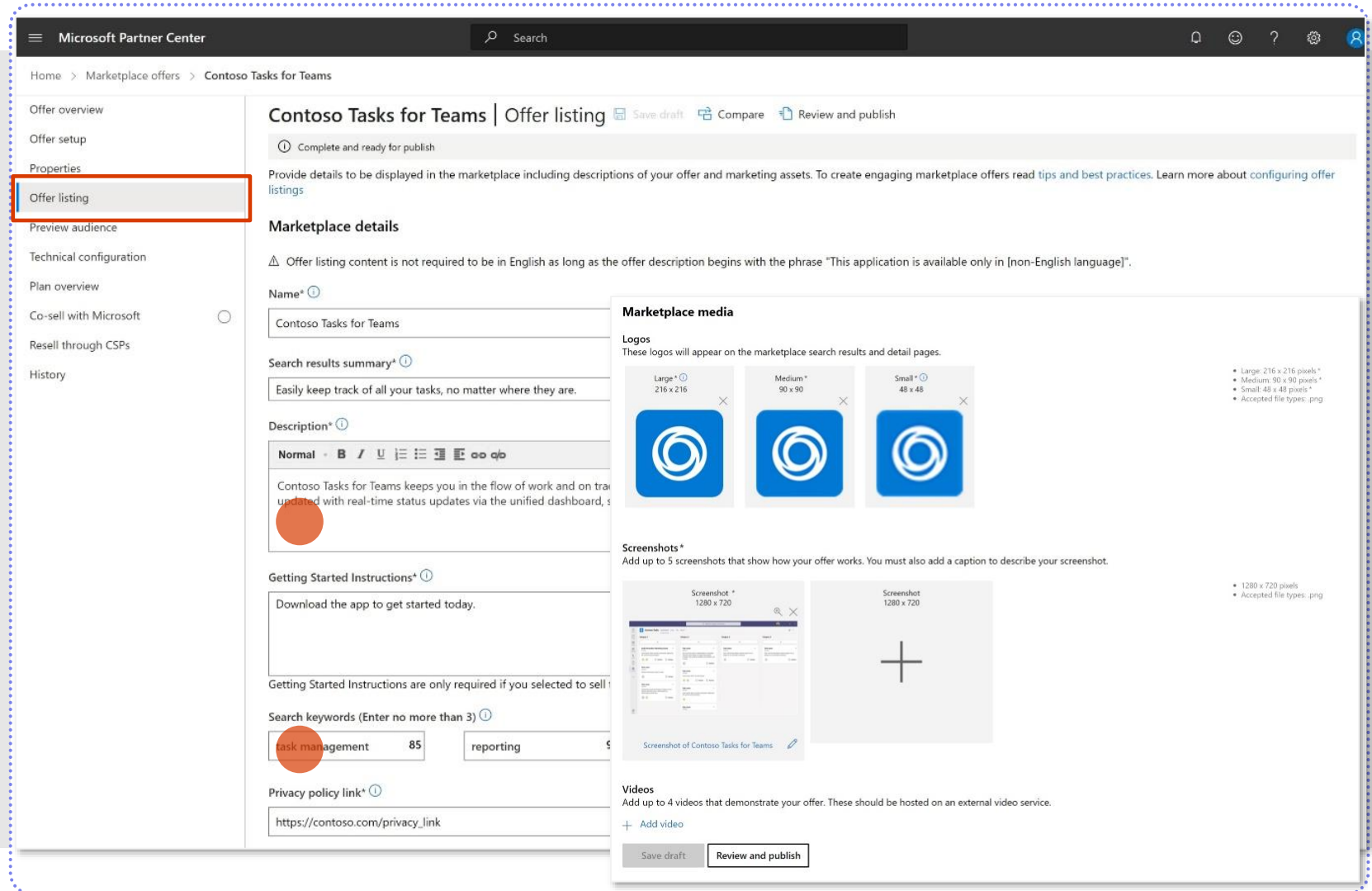
To improve app discovery in the marketplace, specify the category and industry/vertical most appropriate for your app

The screenshot shows the 'Properties' configuration page in Microsoft Partner Center for an offer named 'Contoso Tasks for Teams'. The left-hand navigation pane includes 'Offer overview', 'Offer setup', 'Offer listing', 'Preview audience', 'Technical configuration', 'Plan overview', 'Co-sell with Microsoft', 'Resell through CSPs', and 'History'. The 'Offer setup' section is expanded, and the 'Properties' sub-section is highlighted with a red box. The main content area shows the 'Properties' configuration, which includes a status indicator 'Complete and ready for publish', a description of the categories, and two dropdown menus for 'Primary category*' (set to 'Task & Project Management') and 'Secondary category*' (set to 'Productivity'). There are also two dropdown menus for 'Subcategory*' (Select no more than 2), with 'Project Planning & Tracking' and 'Workflow Automation' selected. Below these are sections for 'Industries' and 'Is your offer applicable to', with 'Apps' checked.

Configure offer in Partner Center: Step 3/6

1 Add user-facing listing copy and other collateral (e.g., description, logos & iconography)

2 To improve app discovery in the marketplace, be sure to specify search keywords



Configure offer in Partner Center: Step 4/6

1

This enables a subset of users to test/review offers before those offers are made publicly available

The screenshot shows the Microsoft Partner Center interface for configuring a preview audience. The breadcrumb trail is Home > Marketplace offers > Contoso Tasks for Teams. The left navigation pane includes: Offer overview, Offer setup, Properties, Offer listing, **Preview audience** (highlighted with a red box), Technical configuration, Plan overview, Co-sell with Microsoft, Resell through CSPs, and History. The main content area is titled 'Contoso Tasks for Teams | Preview Audience' and includes a 'Software as a Service' label and actions: Save draft, Compare, and Review and publish. A status message indicates 'Changes complete, not published'. A descriptive paragraph explains the preview audience feature. Below is a table with columns for 'Azure Active Directory or Microsoft Account email address*' and 'Description'. The table contains three entries: 'admin@contosotasksforteams.com' (Administrator), 'devops@contosotasksforteams.com' (DevOps), and 'testing@contosotasksforteams.com' (Test team). Each entry has a 'Remove' link. At the bottom, there are buttons for 'Save draft' and 'Review and publish'.

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

Configure offer in Partner Center: Step 5/6

1

To proceed, publisher will need to have created and deployed the following as part of prior steps:

- A landing page to which users will be directed by marketplace for license assignment & configuration
- A webhook to handle marketplace requests (e.g., subscription changes, cancellations)

2

Once created, provide URLs for these two services are then provided in LANDING PAGE URL and CONNECTION WEBHOOK fields respectively

The screenshot shows the Microsoft Partner Center interface for configuring a technical offer. The page title is 'Contoso Tasks for Teams | Technical configuration' under the category 'Software as a Service'. A status bar at the top indicates 'Changes complete, not published'. A warning message states: 'Your offer is currently set to be billed through Microsoft. This requires integration with Azure Active Directory and SaaS fulfillment APIs to function correctly. If you don't want to provide these details, you can change this setting in Offer Setup.' Below this, there are four input fields with red circles 1 and 2 highlighting them:

- Landing page URL*** (1):
- Connection webhook*** (2):
- Azure Active Directory tenant ID***:
- Azure Active Directory application ID***:

At the bottom, there are two buttons: 'Save draft' and 'Review and publish'.

Configure offer in Partner Center: Step 6/6

1

Create a plan for each SKU you want to offer (e.g., basic, premium, enterprise)

The screenshot shows the Microsoft Partner Center interface. The top navigation bar includes the Microsoft Partner Center logo, a search bar, and utility icons. The breadcrumb trail is: Home > Marketplace offers > Contoso Tasks for Teams.

The left sidebar contains a list of navigation options: Offer overview, Offer setup, Properties, Offer listing, Preview audience, Technical configuration, Plan overview (highlighted with a red box), Co-sell with Microsoft, Resell through CSPs, and History.

The main content area is titled "Contoso Tasks for Teams | Plan overview". It includes a table with the following data:

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

Below the table, the "Plan overview" option is selected in the sidebar. The main content area shows the "Contoso Tasks Professional | Plan listing" configuration page. It includes a status message: "Changes complete, not published". Below this, there is a text input field for "Plan name*" containing "Contoso Tasks Professional". Underneath is a rich text editor for "Plan description*" with the text: "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." The character count "2817" is visible at the bottom right of the editor. At the bottom of the page, there are two buttons: "Save draft" and "Review and publish".

Configure offer in Partner Center: Step 6/6 (Cont.)

1 Define price points, pricing model, whether to enable trials and into which markets to publish

2 Note that tax remittance is not supported in all markets

The screenshot shows the Microsoft Partner Center interface for configuring an offer. The breadcrumb trail is: Home > Marketplace offers > Contoso Tasks for Teams > Plan overview > Contoso Tasks Professional. The page title is 'Contoso Tasks Professional | Pricing and availability'. The left sidebar shows 'Plan listing' with 'Pricing and availability' selected. The main content area includes sections for 'Markets', 'Pricing', 'User limits', 'Billing term', and 'Free Trial'. The 'Edit markets' dialog box is open, showing a list of countries with checkboxes for selection. The 'Per User' pricing model is selected, and the 'Monthly' billing term is chosen with a price of 15 USD per user / month. The 'Annual' billing term is also selected with a price of 144 USD per user / year. The 'Free Trial' section has 'Allow a one-month free trial' checked. The 'Edit markets' dialog box lists countries such as Afghanistan, Albania, Algeria, Armenia, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Barbados, Belarus, Belgium, Belize, Bermuda, Bolivia, Bosnia and Herzegovina, Botswana, and Brazil. The 'Save' button is highlighted in the dialog box.

Publish app offer in marketplace

1

Final step in Partner Center at this stage is to publish offer to the public marketplace

The screenshot displays the Partner Center interface for publishing an offer. The top section shows the 'Offer overview' with a 'Go live' button highlighted in red. Below this, the 'Publish status' section shows a progress bar with five steps: Automated validation, Preview creation, Publisher signoff, Certification, and Publish. The 'Go live' button is positioned over the 'Publisher signoff' step. A red arrow points from the 'Go live' button to the 'Publish' step in the lower screenshot.

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

The latest version of your offer is not live yet. Please select the **Go live** button.

Publish status Showing details

Version of offer in Preview is different from Live version. Select to Go live on the version in Preview when you are ready to replace what is Live.

Automated validation Jun 3, 2021, 4:41:00 PM UTC

Preview creation Jun 3, 2021, 4:42:24 PM UTC

Publisher signoff Jun 3, 2021, 4:46:42 PM UTC

Certification Manual validation (<13 hr)

Publish Offer purchase flow setup (<40 min)

Test drive data validation (<30 min)

Test drive provisioning (<60 min)

Lead management validation and registration (<5 min)

Amendment configuration (<3 min)

Offer validation (<15 min)

Go live

App source links:
App source preview
Azure portal links:
Azure portal preview

Plan overview
First three plans

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

Live and Preview versions are the same. Preview version replaced Live version.

Publish status Showing details

Automated validation Apr 22, 2021, 10:08:28 PM UTC

Preview creation Apr 22, 2021, 10:09:54 PM UTC

Publisher signoff Apr 22, 2021, 10:14:13 PM UTC

Certification Manual validation (<13 hr)

Publish Offer purchase flow setup (<40 min)

Test drive data validation (<30 min)

Test drive provisioning (<60 min)

Lead management validation and registration (<5 min)

Amendment configuration (<3 min)

Offer validation (<15 min)

App source links:
App source preview
Azure portal links:
Azure portal preview

App source links:
Azure
Azure portal links:
Azure

Offer may be done but app monetization is not...

After review completes, offer will be LIVE in the marketplace...

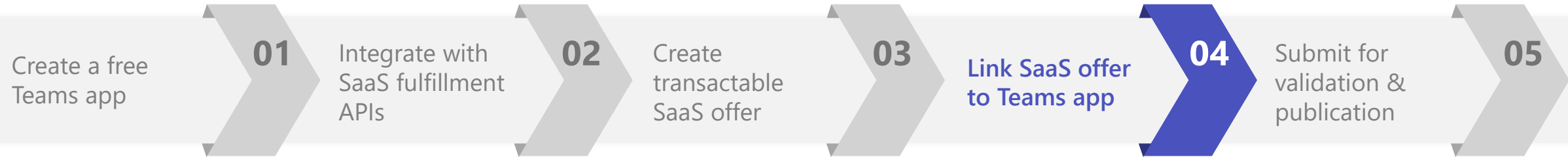
The screenshot displays the Microsoft AppSource interface for the 'Pig Latin Premium' app. The app is developed by Westley Systems Inc. and is categorized as a Web App. It features a 'Free trial' badge and a 'Get it now' button. The pricing table shows two options: a monthly plan and an annual plan, both starting with a free trial month.

Plan	Description	Monthly Price	Annual Price
Pig Latin Premium	Get all of the Pig Latin Translator features.	First month free, then \$0.99/user/month	First month free, then \$9.99/user/year

...but still needs to be LINKED to corresponding Teams app

Step 4: Link New Transactable SaaS Offer to Existing Teams App

This linkage is one of the most critical steps. It's not hard. There are two ways to do this (via Teams Developer Portal) or manually. We recommend using Teams Developer Portal to minimize human error.



Requirements

1. Link via Teams Developer Portal
2. Link via Partner Center

Public sources of information to learn more

- [Configure your app for the SaaS offer](#)
- [Link published Microsoft 365 App consumption clients](#)

Linkage Option #1: Use Teams Developer Portal (RECOMMENDED)

1 Locate your app in TDP and open its configuration

The screenshot shows the Microsoft Teams Developer Portal (TDP) interface. The top navigation bar includes the Microsoft logo and the text 'Microsoft Teams Dev Portal (Preview)'. The main content area displays a 'Welcome to the Dev Portal' message with a 'Get started' button. On the right side, there is a table of apps:

Name	Version number	App ID
James Test #1	1.0.0	51aad431-9e57-42ab-b8f6-f3ad9b864d54
Pig Latin translator	1.3.11	f71a3dab-d363-4b6b-9790-a6227bd4f006

Below the table, the configuration page for the 'Pig Latin Translator' app is shown. The left sidebar contains a navigation menu with options like Overview, Owners, Environments, and Plans and Pricing. The main content area is titled 'Plans and Pricing' and includes sections for 'Connect your Publisher ID' and 'Connect your Offer ID'. The 'Connect your Publisher ID' section has a text input field containing 'westleysystemsinc161a3d7f34006'. The 'Connect your Offer ID' section has a text input field containing 'pig_latin'. Red arrows point from the 'Pig Latin translator' app in the table to the configuration page, and from the input fields to the text on the right.

Copy publisher and offer ID from partner center (next slide)

Linkage Option #1: Use Teams Developer Portal (Cont.)

- 1** Copy publisher and offer IDs from MPC to TDP to add to app manifest:
- a) Your PUBLISHER ID can be found in LEGAL INFO section of partner center
 - b) Your OFFER ID can be found in OVERVIEW section of partner center

- 2** Click 'preview' and verify correct offer details were loaded from MPC

The image shows two screenshots from Microsoft's developer and partner portals. The top screenshot is the Microsoft Teams Dev Portal (Preview) for an app named 'Pig Latin Translator'. It shows the 'Plans and Pricing' section where a 'Publisher ID' (westley-systems-inc-1614967134606) and an 'Offer ID' (pig_latin) are entered. The bottom screenshot is the Microsoft Partner Center 'Overview' page for the same app, showing 'Orders Summary' (0), 'Customers Summary' (1), and 'Offers' (Pig Latin Premium). Red circles and arrows highlight the Publisher ID and Offer ID in both screenshots, showing their correspondence between the two portals.

Linkage Option #1: Use Teams Developer Portal (Cont.)

1

Save a copy to your app package with the updated app manifest to your local system and head back to Microsoft Partner Center to submit

The screenshot shows the Microsoft Teams Dev Portal (Preview) interface for an application named "Pig Latin Translator". The "Plans and Pricing" section is active, showing options to connect a Publisher ID and an Offer ID. A red circle highlights the "Download" button at the bottom of the "Preview your app subscription" table. An arrow points from this button to a "Choose how to distribute your app" dialog box. The dialog box offers four distribution options: "Download the app package" (selected), "Flight your app", "Publish to your org", and "Publish to the Teams store".

Plan	Description	Price
Pig Latin Premium	Get all of the Pig Latin Translator features.	\$0.99/user/month \$9.99/user/year

Linkage Option #2: Directly Modify App Manifest

1 Locate your PUBLISHER ID and OFFER ID in MPC (see right)

2 In your app manifest, add/update node "subscriptionOffer" with value "<publisher id>.<offer id>" as shown below

3 Example: if your publisher ID is "contoso1234" and your offer ID is "offer01", the value you specify in your app manifest would be "contoso1234.offer01"

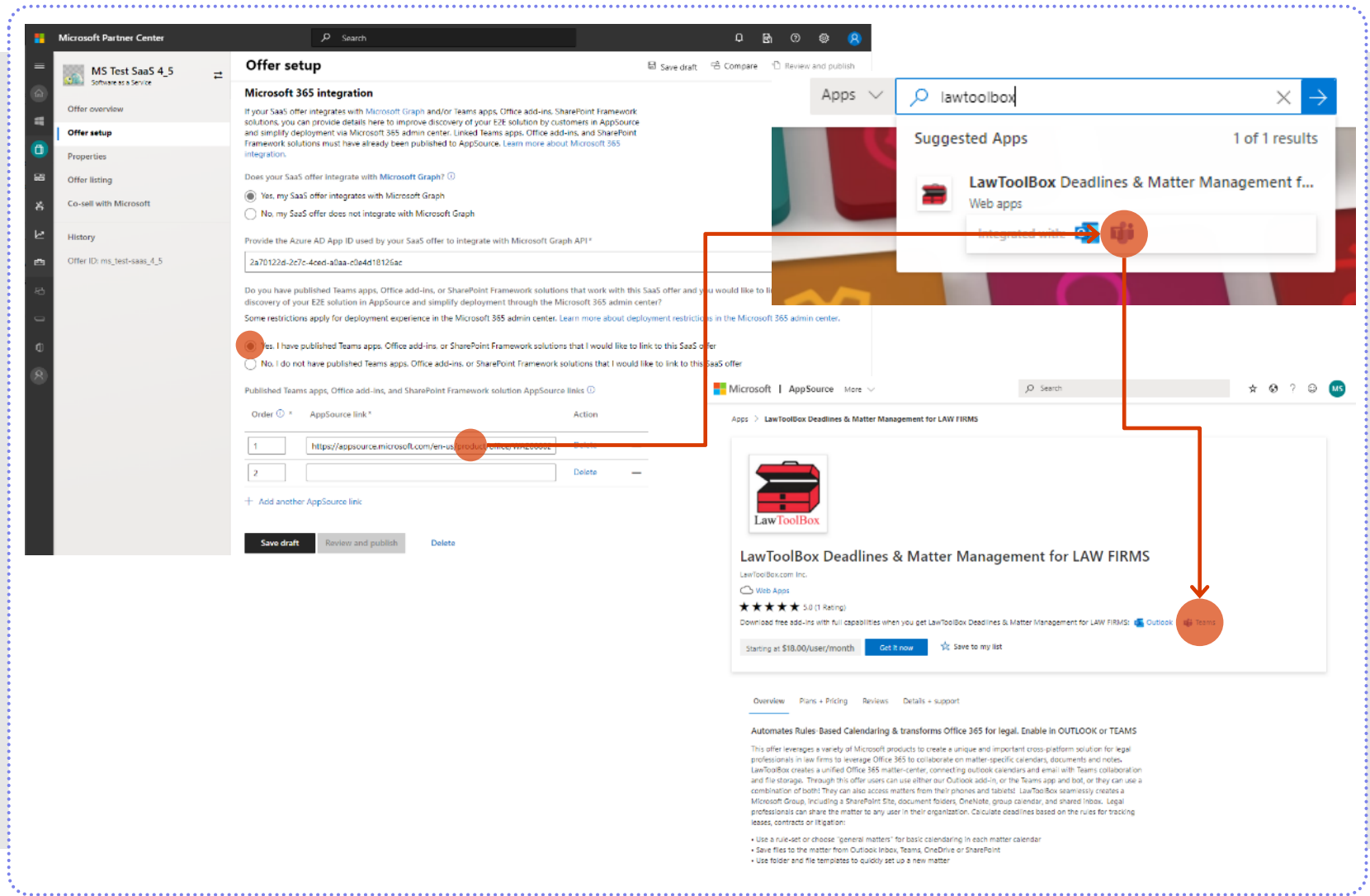
The screenshot shows the 'Legal info' section of the Microsoft Partner Center. It includes account details such as 'Account type', 'Company', 'Vetting status', and 'Authorized'. A 'Request' form is visible with fields for 'Request ID', 'User ID', 'Apple ID', 'MPN ID', and 'App ID'. A red circle highlights the 'Request ID' field, which contains the value '74553530'. A red arrow points from this field to the 'offerId' field in the app manifest code block on the right.

The screenshot shows the 'Overview' page in the Microsoft Partner Center. It displays a summary of orders and customers, and a table of offers. The 'Offers' table has columns for 'Offer alias', 'Offer ID', and 'Offer Type'. A red circle highlights the 'Offer ID' column, which contains the value 'Pig_Latin'. A red arrow points from this value to the 'offerId' field in the app manifest code block on the right.

```
11 "termsOfUseUrl": "https://westleysys.com/piglatin/terms",
12 "mpnId": "6371452"
13 },
14 "icons": {
15   "color": "color.png",
16   "outline": "outline.png"
17 },
18 "name": {
19   "short": "Pig Latin Translator",
20   "full": "Pig Latin Translator Bot by Westley Systems"
21 },
22 "description": {
23   "short": "Pig Latin Translator chat bot",
24   "full": "Pig Latin is a secret language formed from English by transferring the init
25 },
26 "accentColor": "#F4ABDA",
27 "bots": [
28   {
29     "botId": "705023f2-02d1-4cfb-b56e-7ae6e30f935",
30     "scopes": [
31       "personal"
32     ],
33     "supportsFiles": false,
34     "isNotificationOnly": false
35   }
36 ],
37 "subscriptionOffer": {
38   "offerId": "westleysystemsinc614567134606.pig_latin"
39 },
40 "permissions": {
41   "identity",
42   "messageTeamMembers"
43 },
44 "validDomains": [
45   "westleysys.onmicrosoft.com"
46 ],
47 "webApplicationInfo": {
48   "id": "2a920c90-0d83-432a-893f-197dee3f34fd",
49   "resource": "api://westleysys.onmicrosoft.com/2a920c90-0d83-432a-893f-197dee3f34fd"
50 }
51 ]
52 }
```

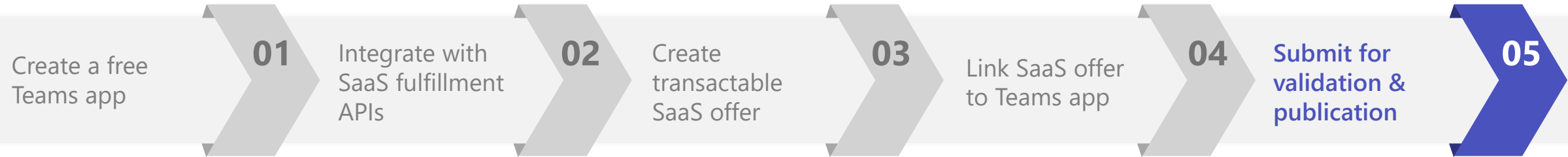
Update offer setup in Partner Center

- 1 At "Offer setup" in Partner Center, select "Yes, I have published Teams apps. Office add-ins, or SharePoint Framework solutions that I would like to link to this SaaS Offer"
- 2 Insert the link of Teams apps
- 3 SaaS offer and Teams apps are integrated and can make it easy to discover/deploy



Step 5: App Submission for Validation and Publication

With your offer published and your app linked to that published offer in the app package, now is the time to submit monetized app for validation. This is the exact same process as partner would have done for their non-monetized app earlier.



Requirements

1. **Submit the app** via Partner Center (same process as with non-monetized apps)

Public sources of information to learn more

- [Overview – Teams app store publishing process](#)
- [Publishing to the Teams store \(M365 Developer Blog\)](#)

Submit app (now with offer details) for certification and re-publication

1 Uploaded the revised app package to Microsoft Partner Center, add notes for certification and publish

The screenshot shows the Microsoft Partner Center interface for the 'Pig Latin Translator' app. The left sidebar contains navigation options: Home, CSP, MPN, Incentives, Commercial Marketplace, Office Store (selected), Overview, Analyze, and Support. The main content area is divided into two sections: 'Packages' and 'Review and publish'.

Packages Section: Shows a table with one package: 'PigLatinTranslator_1_3_11.zip' (v1.3.11, 16 KB) with a status of 'Complete'. Below the table, it states 'Manifest checks passed' and lists target applications and platforms: 'Teams'. A 'Drag your packages here (zip) or [browse your files](#)' area is visible.

Review and publish Section: Shows a table with submission details:

Area	Details	Last checked (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 'Notes for certification' section with a warning icon and 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 'Publish' button is visible at the bottom.

Red arrows and circles highlight the 'browse your files' link, the 'Publish' button, and the 'Notes for certification' section, with an arrow pointing to the right towards the text 'Validation team takes over from here as described in next section BUT before you do...'.

Validation team takes over from here as described in next section BUT before you do...

Agenda



Monetization Overview



Partner Pitch



Technical Requirements



Validation Guidance



CTA and Next Steps



Q&A

REMINDER

Purchase Experiences on Mobile

To avoid violating third-party App Store policies, you should refrain from providing direct links to subscription purchases within your mobile and tablet Teams app. It is OK to call out that a feature may require a paid subscription but your app cannot provide a link to purchases per policy below.

Policy	Policy description
1140.4.8 Mobile experience	<p>Teams apps should offer an appropriate cross device mobile experience.</p> <p>App experiences on iOS and Android:</p> <ul style="list-style-type: none">• Must not include any in-app purchases, trial offers, UI that aims to upsell to paid versions, or links to any online stores where users can purchase or acquire other content, apps, or add-ins.• Must not show any UI or language or link to any other apps, add-ins, or websites that ask the user to pay. If the add-in requires an account, accounts may only be created if there is no charge; the use of the term "free" or "free account" is not allowed. You may determine whether the account is active indefinitely or for a limited time, but if the account expires, no UI, text, or links indicating the need to pay may be shown.• The associated Privacy Policy and Terms of Use pages must also be free of any commerce UI or Store links.

VALIDATION GUIDANCE

Common Reasons for Validation Failure to Check Before Submitting



Missed Policy Requirements

Review and ensure your transactable SaaS offer adheres to Microsoft's [Commercial marketplace listing policies for SaaS offers](#)



Unsupported License Models

Teams monetization was designed to support licenses assigned on a named, per-user basis or flat-rate; if your SaaS offer is built with another method, you should indicate this in "Notes for Certification" for your submission.



Mismatched Details Between Offer, App and/or Publisher

Ensure your publisher and offer described in Partner Center clearly match the description and details of the app to which you are linking (see [here](#)).

Ensure you have published your offer in Partner Center (i.e., it's live in the marketplace) before submitting app for validation (see [here](#)).



Insufficient Details to Setup App Environment and Test

If setup of your app for testing purposes is complex or non-intuitive, please provide an end-to-end functional document, linked SaaS offer configuration steps, and instructions for license and user management as part of your "Notes for Certification". Pro tip: add a video recording of how your app and license management works to assist the team for testing.



Offers That Have Potential to Confuse Users

Ensure any annual price listed is calculated for 12 months, not a reduced price per month → If you are offering different plans (e.g., free versus basic paid), ensure app experience reflects this in terms of what they purchased (or didn't). This could come in the form of a banner highlighting the need to buy a subscription, reduced functionality within the application, and/or differentiated experiences for free versus paid.

Welcome to Contoso!

Congratulations, Cameron, on your purchase of Contoso Tasks for Teams.

To get started, assign your purchased licenses.

License count: 15 Available to assign: 11

<input type="checkbox"/>	Name	Email Address	Role	Send Welcome Message
<input type="checkbox"/>	Adele Vance	AdeleV	Select	Select
<input type="checkbox"/>	Alex Wilber	AlexW	Select	Select
<input checked="" type="checkbox"/>	Allan Deyoung	AllanD	User	via Teams chat
<input checked="" type="checkbox"/>	Bianca Pisani	BiancaP	User	via Teams chat & email
<input checked="" type="checkbox"/>	Cameron White	CameronW	Manager	via email
<input type="checkbox"/>	Christie Cline	ChristieC	Select	Select
<input type="checkbox"/>	Debra Berger	DebraB	Select	Select
<input checked="" type="checkbox"/>	Delia Dennis	DeliaD	User	via Teams chat
<input type="checkbox"/>	Diego Siciliani	DiegoS	Select	Select
<input type="checkbox"/>	Gorhan Moller	GorhanM	Select	Select

Monthly Price

\$5.00/user/
months

Annual Price

\$4.00/user/
year



\$10.00/user/
months

\$9.00/user/
year



Common scenarios for app and transactable SaaS offers



Partner has an existing Teams app and an existing transactable SaaS offer

- Partner needs to submit an updated Teams manifest with SaaS offer ID included - this will trigger full functional validation for monetization workflows as well as existing app workflows
- In parallel, partner can also link transactable SaaS offer with Teams app (select Yes, I have an existing app and add AppSource link for Teams app) - not a pre-req to start Teams validation process



Partner has an existing Teams app and NO existing transactable SaaS offer

- Partner can create a new SaaS offer and publish it to AppSource - this will trigger validation of SaaS offer
- After the SaaS offer goes live, partner needs to submit an updated Teams manifest with SaaS offer ID included - this will trigger full functional validation for monetization workflows as well as existing app workflows
- In parallel, partner can also link transactable SaaS offer with Teams app (select Yes, I have an existing app and add AppSource link for Teams app) - not a pre-req to start Teams validation process



Partner has NO existing Teams app and an existing transactable SaaS offer

- Partner can create a new Teams app and publish it to Teams store along with SaaS offer ID included in manifest - this will trigger full functional validation for monetization workflows as well as all app workflows
- In parallel, partner can also link transactable SaaS offer with Teams app (select Yes, I have an existing app and add AppSource link for Teams app) - not a pre-req to start Teams validation process



Partner has NO existing Teams app and NO existing transactable SaaS offer

- Partner can create a new SaaS offer and publish it to AppSource - this will trigger validation of SaaS offer monetization workflows [partner can highlight that they don't have a corresponding Teams app at this stage by selecting No]
- After the SaaS offer goes live, partner can create a new Teams app and publish it to Teams store along with SaaS offer ID included in manifest - this will trigger full functional validation for monetization workflows as well as all app workflows
- In parallel, partner can also link transactable SaaS offer with Teams app (select Yes, I have an existing app and add AppSource link for Teams app) - not a pre-req to start Teams validation process

Support channels



Self-service support for your partners via Partner Center

Partners in need of support should always begin by submitting a support ticket through Partner Center (<http://aka.ms/partnercentersupport>)

Once received the partner will receive a ticket/case number, and the operations team will triage the ticket and assign to the respective SME.

Additional details on how to contact support can be found here: [Get support for the commercial marketplace program in Partner Center | Microsoft Docs](#)



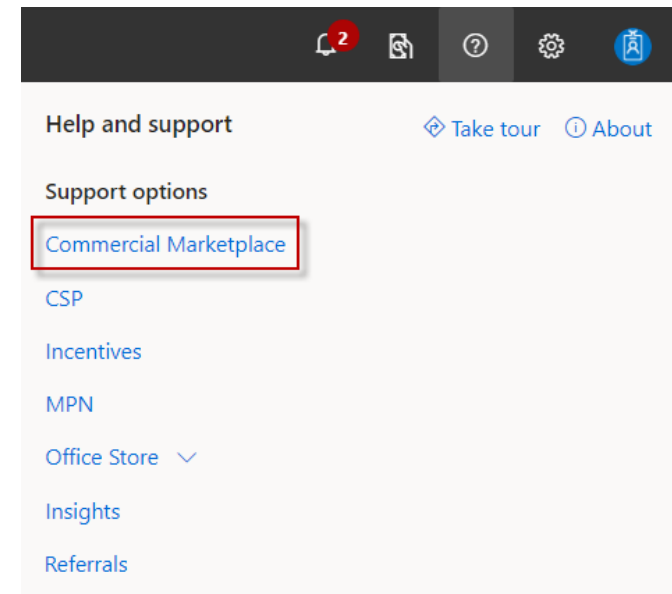
Self-service support for your partners for Teams app submissions

Partners in need of support for their Teams app submissions should reach out to teamsubm@microsoft.com *after* they have submitted their application and heard from the team.

Additional information can be found here: [Resolve issues with your store submission – Teams | Microsoft Docs](#)

Get help or open a support ticket

- 1 Sign in with your work account. If you have not yet done so, you will need to [create a Partner Center account](#).
- 2 In the menu on the upper-right of the page, select the **Support** icon. The **Help and support** pane appears on the right side of the page.
- 3 For help with the commercial marketplace, select **Commercial Marketplace**.
- 4 Provide a brief description of the issue and proceed through the list of categories and solutions provided. If no resolution can be found, the tool will enable the partner to create a new ticket that will then be routed to the appropriate team and SME.



Agenda



Monetization Overview



Partner Pitch



Technical Requirements



Validation Guidance



CTA and Next Steps



Q&A

CTA and Next Steps



Pitch deck and video

Download and evangelize the partner-friendly pitch deck and video – soon to be publicly available via <https://aka.ms/ModernWorkISV>



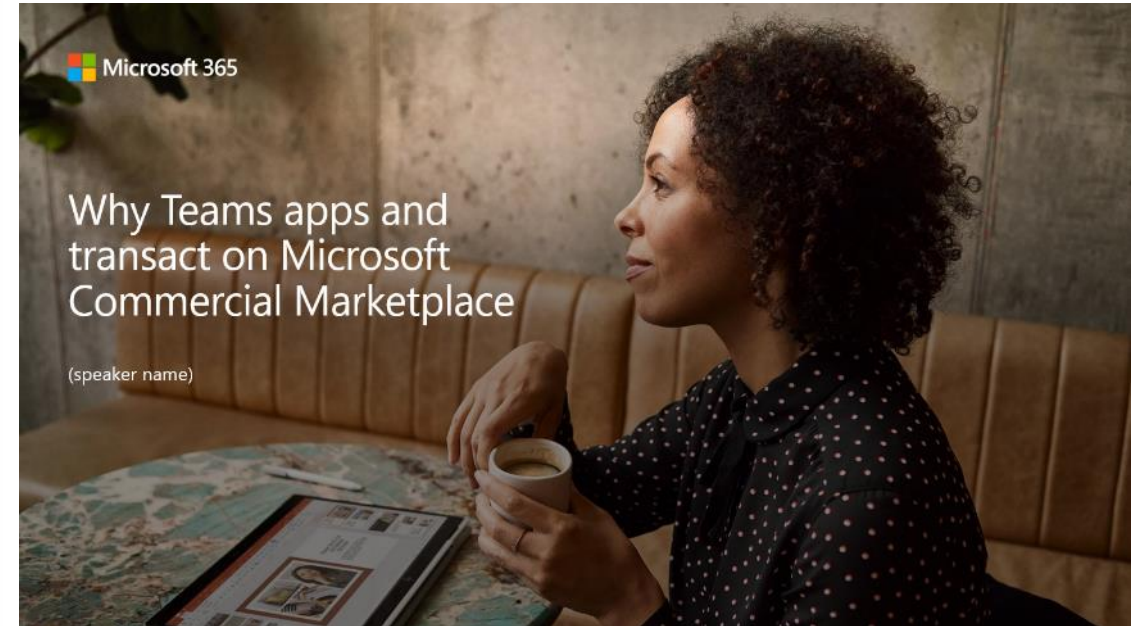
Partner Center support

Partners in need of support should always begin by submitting a support ticket through Partner Center <http://aka.ms/PartnerCenterSupport>



Teams App support

Partners in need of support for their Teams app submissions should reach out to teamsubm@microsoft.com *after* they have submitted their application and heard from the team. Additional information can be found here: [Resolve issues with your store submission – Teams | Microsoft Docs](#)



Code samples are available on GitHub!

Code samples include:

- Deployment guide and introductory video
- Mock AppSource website
- License management component
- Lightweight apps for Teams (bots and tab), Outlook, Excel, PowerPoint, SharePoint online
- Note: samples require Microsoft 365 tenant and Azure subscription

<https://aka.ms/TeamsMonetization/codesamples>

Introduction

This code sample demonstrates how Microsoft ISVs can create a simple license management system to manage Add-ins sold in Microsoft AppSource. This code sample package includes a Microsoft AppSource mock web app, a SaaS sample, a Teams Tab app, a Teams Bot(C#) app, a Teams Bot(JavaScript) app, a SharePoint Framework (SPFx) add-in, Outlook, Word, Excel, and PowerPoint Add-ins, and a licensing management tool.

🔗 Installation and configuration

Follow the instructions in the deployment guides to install and configure the sample.

- [Sample deployment guide](#)
- Teams Add-in deployment guide:
 - [Monetization Sample Teams Tab App](#)
 - [Monetization Sample Teams Bot\(C#\) App](#)
 - [Monetization Sample Teams Bot \(JavaScript\) App](#)
- Additional Add-ins deployment guides:
 - [SPFx deployment guide](#)
 - [Outlook add-in deployment guide](#)
 - [Word add-in deployment guide](#)
 - [Excel add-in deployment guide](#)
 - [PowerPoint add-in deployment guide](#)
 - [Provider-Hosted SharePoint add-in deployment guide](#)
 - [SharePoint-Hosted add-in deployment guide](#)

Testing

Follow the instructions in the test guide to test the different use cases.

- [Test guide](#)

Inventory

This section links to the various README files associated with the projects included in the sample. Read the README files for more information about each project.

- [Teams Tab App](#)
- [Teams Bot \(C#\) App](#)
- [Teams Bot \(JavaScript\) App](#)
- [AppSourceMockWebApp](#)
- [Microsoft.Identity.Web](#)
- [MockAppData](#)
- [OutlookAddIn](#)

Quick Reference Guide: Creating and Publishing a Monetized Teams App

Color legend: = pre-requisites (outside scope of this guide) = steps done by ISV = steps done by Microsoft

	Step/Requirement	Avg. Complexity & Time	Where to Learn More	Where To Get Support
Prior Work Outside Scope	1 Create a non-monetized Teams app	Complexity: high Time: varies by ISV	Build apps for the Microsoft Teams platform Teams Platform developer documentation	Stack Overflow Modern Work ISV Program
	2 Create MPN account in Microsoft Partner Center with company ID, agree to T&C	Complexity: low Time: low (<1 day)	Create an MPN account in Partner Center	Partner Center Support Desk
Commerce Integration	3 Create & publish landing page for app subscription configuration & assignment, allow log-in via Azure AD SSO	Complexity: med-high Time: med (~1 week)	Build the landing page for your transactable SaaS offer AAD and transactable SaaS offers in marketplace	Partner Center Support Desk
	4 Create & publish webhook to handle license lifecycle requests from marketplace	Complexity: med-high Time: med (~1 week)	Implementing a webhook on SaaS service SaaS fulfillment APIs v2 in Microsoft commercial marketplace	Partner Center Support Desk
	5 Create a new "Software as a Service" offer and define a unique offer ID	Complexity: low Time: low (<1 day)	Create a SaaS offer in the commercial marketplace	Partner Center Support Desk
Offer Creation & App Linkage	6 Specify offer details: description, pricing, webhooks & landing page; submit offer for validation	Complexity: low Time: low (<1 day)	Configure your SaaS offer properties in Azure Marketplace How to test and publish a SaaS offer to the marketplace	Partner Center Support Desk
	7 Microsoft Partner Center validates offer and provides readout on results	Time: ~1 day	Offer validation and publishing steps	<i>ISV will be notified in event of validation failure</i>
	8 Update app package manifest with offer ID created above	Complexity: med Time: low (<1 day)	Configure your app for the SaaS offer Link published Microsoft 365 App consumption clients	Partner Center Support Desk
	9 Upload updated app package to MPC, submit for validation	Complexity: low Time: low (<1 day)	Overview – Teams app store publishing process Publishing to the Teams store (M365 Developer Blog)	Partner Center Support Desk
App Validation & Publication	10 Microsoft Teams validates app & offer end-to-end, reports results to publisher	Time: ~1 day for initial report	Microsoft Teams store validation guidelines	<i>ISV will be contacted in event of validation failure</i>
	11 Address any feedback, iterate with validation team and resubmit (time in this stage is highly variable based on app)	Complexity: med-high Time: med-high (~4 wks)	App submission tips and frequently failed cases Common Reasons for Validation Failure to Check	Concierge Validation Service
	12 Microsoft Teams approves submission, publishes to marketplace	Time: ~1-2 business days		<i>ISV will be notified once validation completes</i>
	13 App made available in store and ready for purchase			

Agenda



Monetization Overview



Partner Pitch



Technical Requirements



Validation Guidance



CTA and Next Steps



Q&A

Questions

Thank you