Microsoft 365

Guide to Teams App Monetization

Last updated: 8/5/2022

Microsoft 365

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
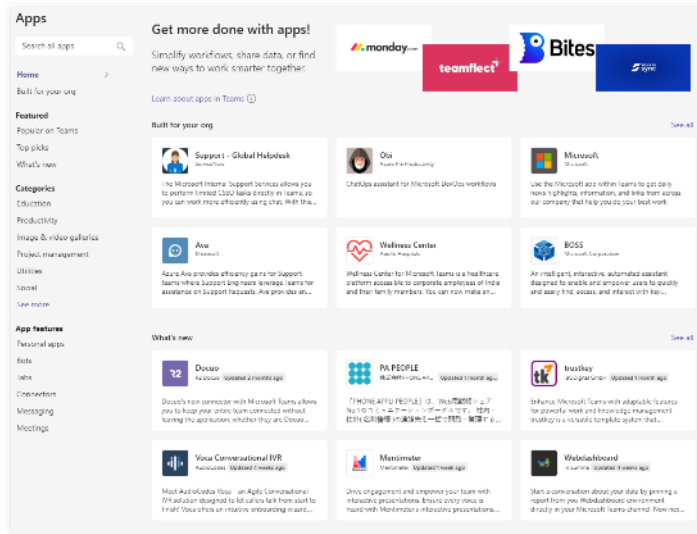
Validation Guidance

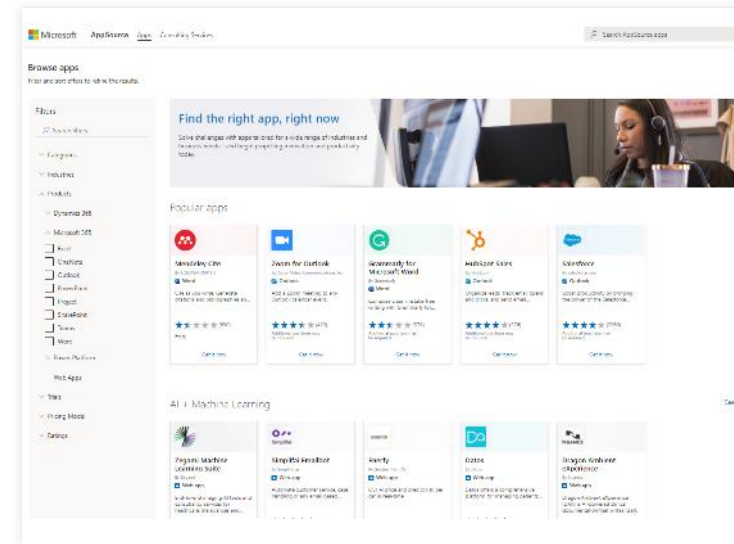CTA and Next Steps

Q&A

What is a monetized Teams app?

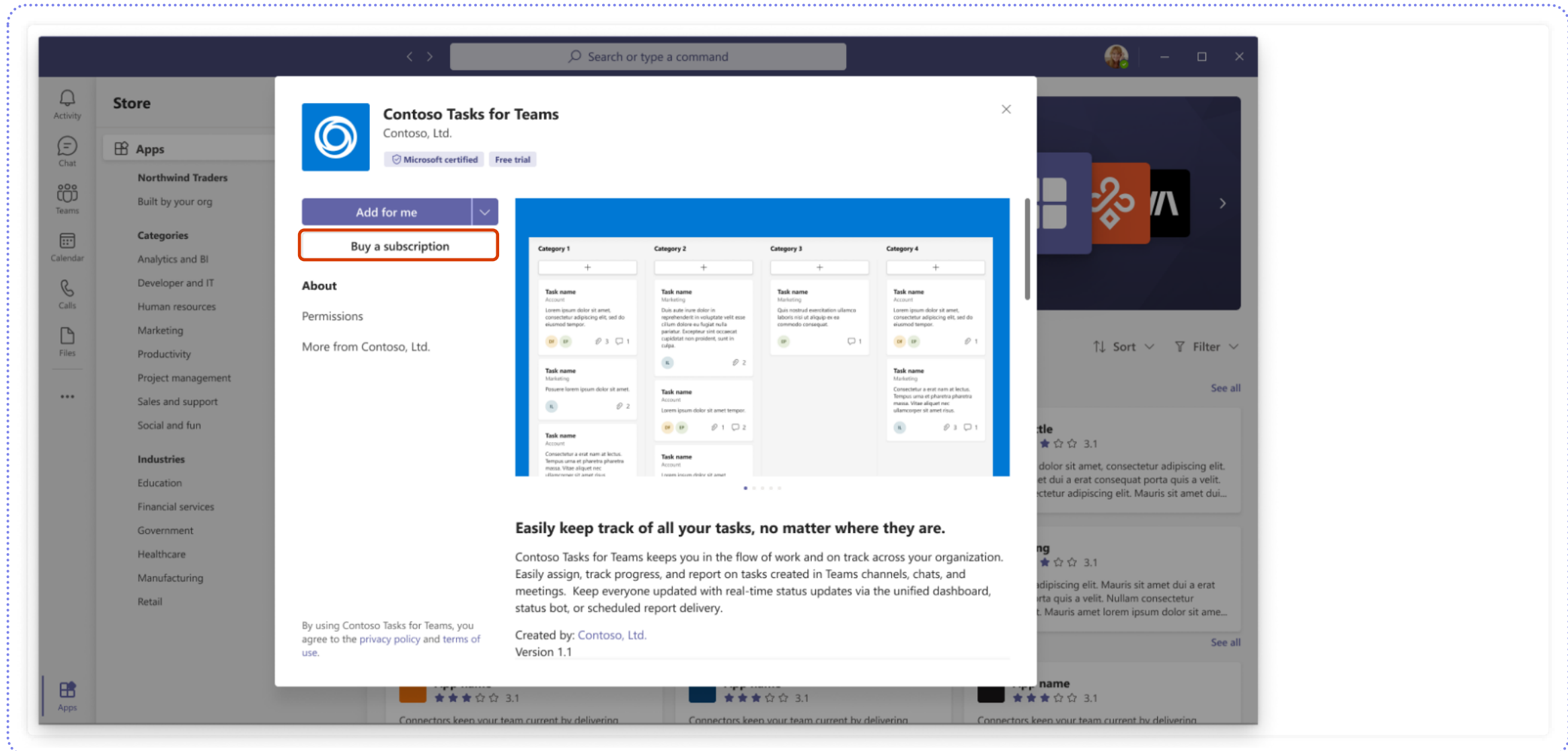**Teams application**

(Teams App Store)

+

Transactable SaaS offer

(AppSource web app)

How does app monetization manifest in Teams?

Ideal ISV candidates for Teams monetization

Have an existing Teams application that provides enhanced value or "stickiness"

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

Can differentiate between free and paid in-app experiences

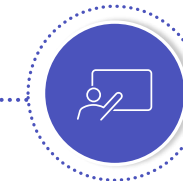Willingness to build or implement license management components into their app

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

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

Contoso Tasks for Teams
Contoso, Ltd.

Microsoft certified   Free trial

Add for me

Buy a subscription

About

Permissions

More from Contoso, Ltd.

Category 1   Category 2   Category 3   Category 4

Task name
Account
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Task name
Marketing

Task name
Marketing

Task name
Account

Task name
Marketing

Task name
Account

Task name
Account

Task name
Marketing

Task name
Marketing

By using Contoso Tasks for Teams, you agree to the privacy policy and terms of use.

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   Process improvement   Collaboration   Learning

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Microsoft 365
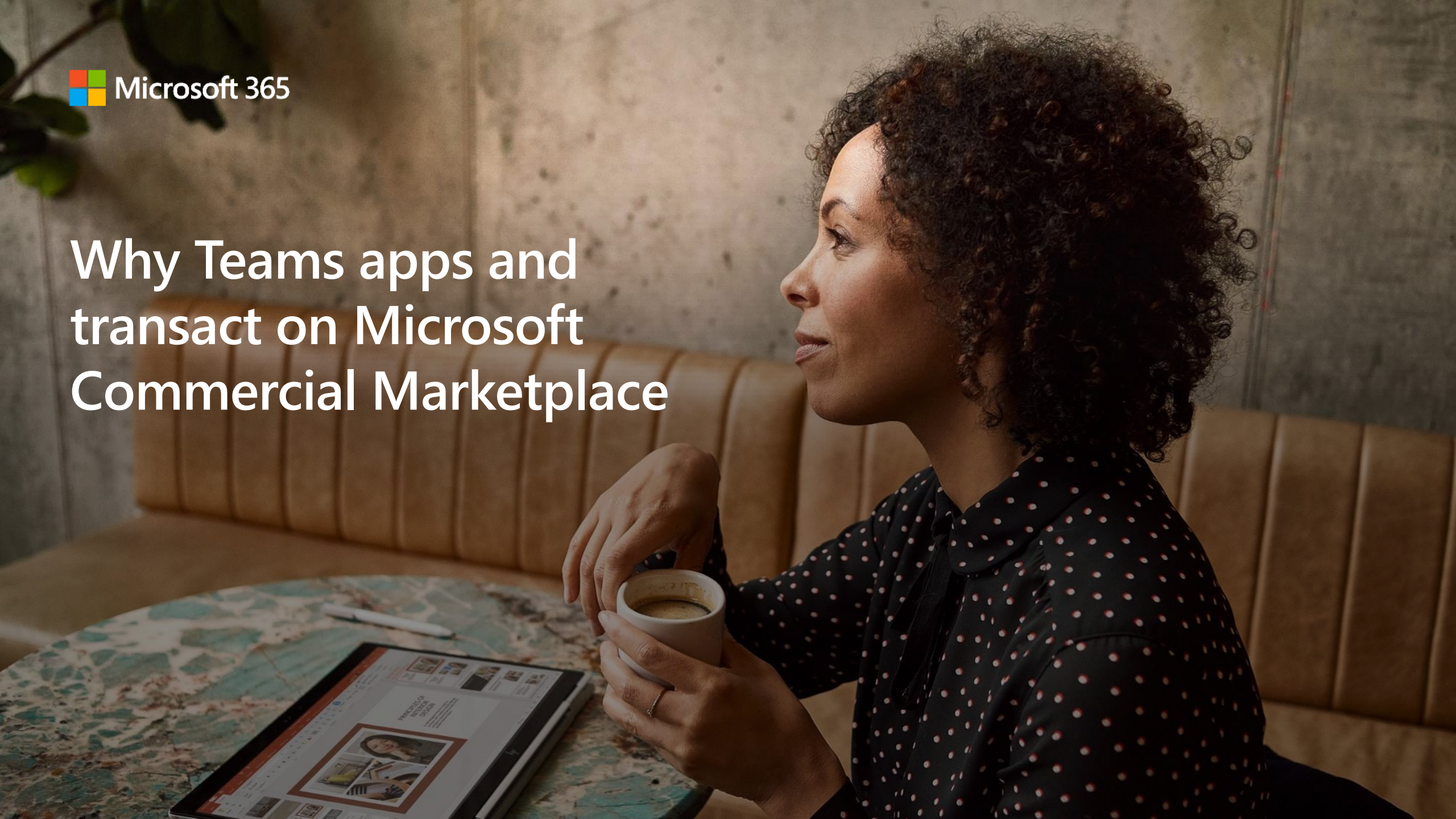
Why Teams apps and transact on Microsoft Commercial Marketplace

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

Develop apps for Microsoft Teams – Associate – Learn | Microsoft Docs

Build apps for Microsoft 365

Build custom apps on Microsoft Teams to meet your unique needs

Tabs, Personal Apps

Bots

Your custom app or service

Microsoft Teams

Meeting extensions

Messaging Extensions

Connectors & Webhooks

Task Modules

Microsoft Bot Framework

Web Technologies

SharePoint/SPFx

Power Platform

Adaptive Cards

Microsoft Graph
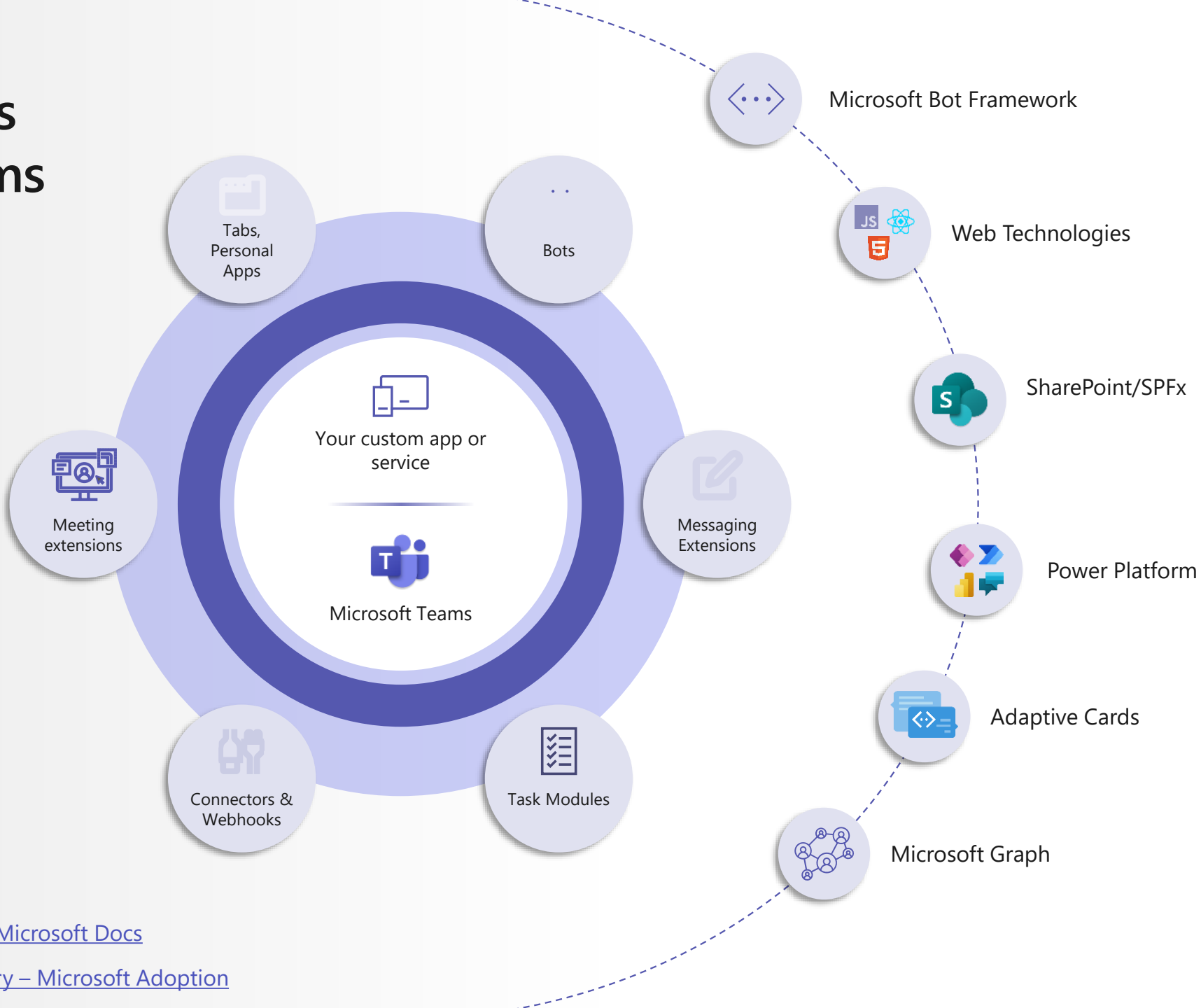
Microsoft Teams app templates – Te ams | Microsoft Docs

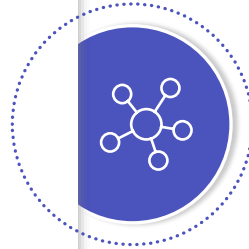Microsoft 365 Extensibility look book gallery – Microsoft Adoption

New benefits to help you build Teams apps

aka.ms/ModernWorkISV
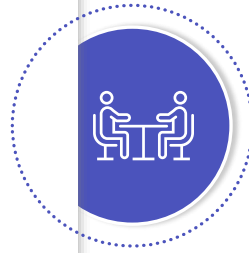
1:1 Consultations
Dedicated technical team to help partner build high-quality apps faster

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 Incentive[2]		
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 Incentive[6]		
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

[1]Please refer to the *ISV Marketplace Transact and Grow Incentive Campaign asset collection* for more details. See *Terms & Conditions* for full eligibility.
[2]For 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.[3]

[3]For 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*.
[4]Find detailed information on a *transactable Teams Store app*, *Azure Active Directory single sign-on* enabled, and the collaborative features of Teams.
[5]Eligible Teams collaborative features include tabs for chat/channel, personal tabs, bot using adaptive cards, messaging extension using adaptive cards & meeting extension.
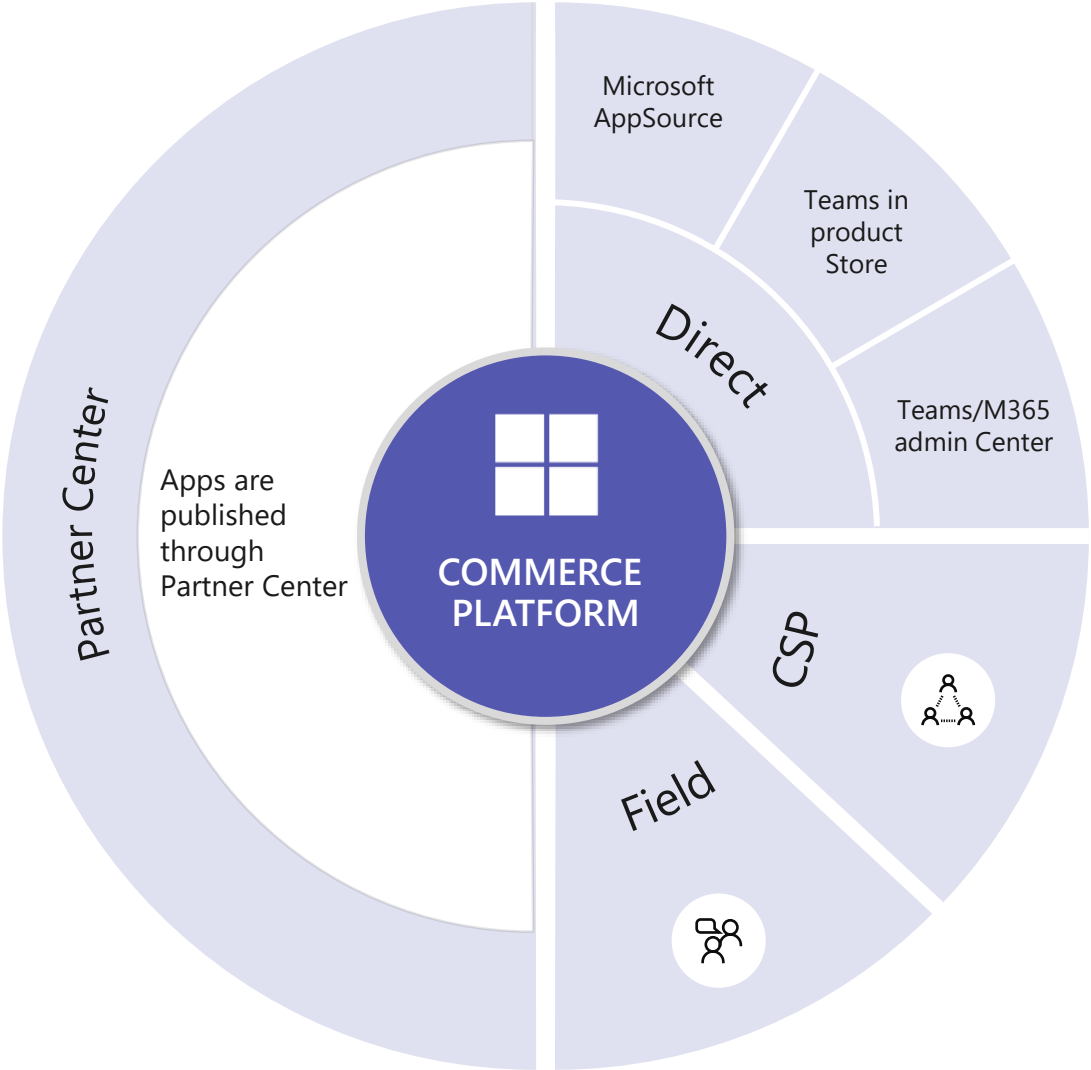[6]For the Grow incentive, an eligible marketplace offer can earn on both lever 1 and lever 2 of the Grow incentive. Offers published before the Program Term are also eligible for this Growth incentive. There is no limit on how many offers partners can earn incentive on.

Microsoft Commercial Marketplace

Partners

Learn more about Marketplace

Buyers

Partner Center

Apps are published through Partner Center

COMMERCE PLATFORM

Direct

Microsoft AppSource

Teams in product Store

Teams/M365 admin Center

CSP

Field

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

FORRESTER®

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

Information and quotations from a commissioned Total Economic Impact™ study conducted by Forrester Consulting on behalf of Microsoft: *The Partner Opportunity for creating Microsoft Teams applications,* March 2021.

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

A Total Economic Impact™ Partner Opportunity Analysis

Expand Customer Reach : CSP
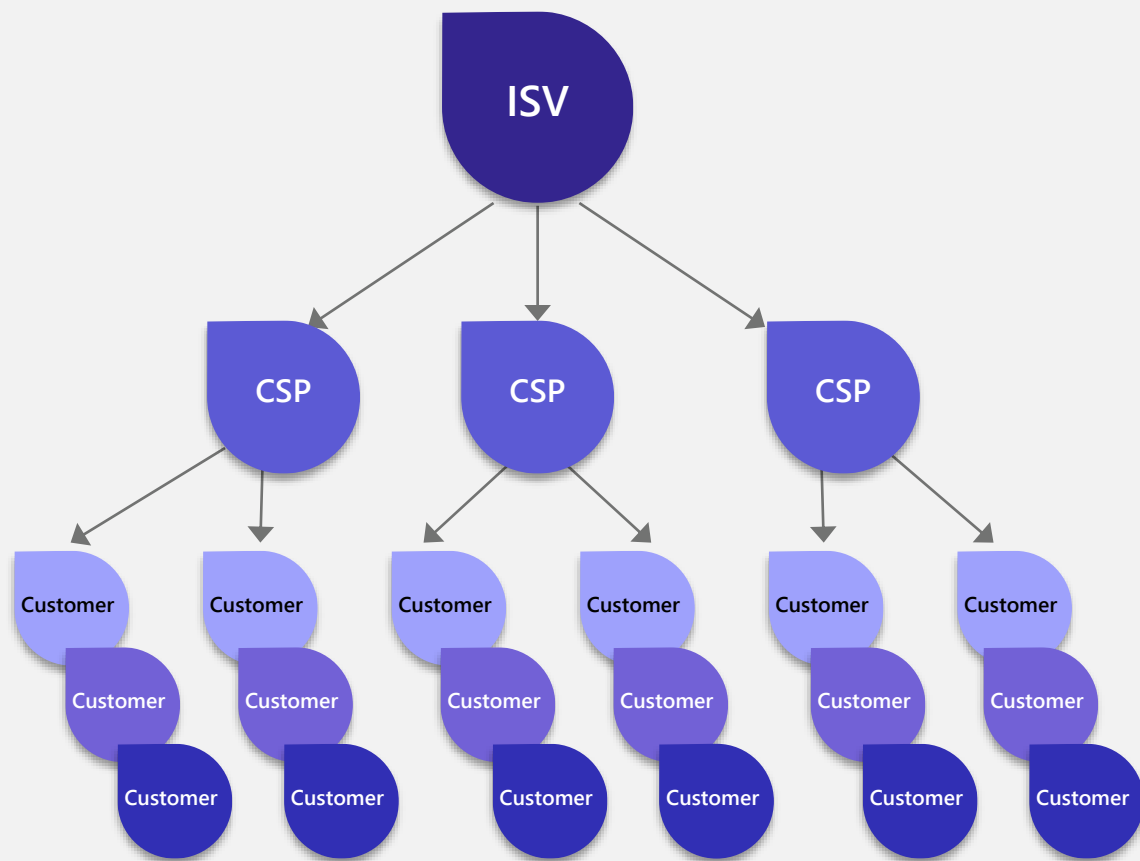
Extend your salesforce with CSPs

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.**
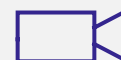
Nimble and Sherweb partner up for growth on the commercial marketplace

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)
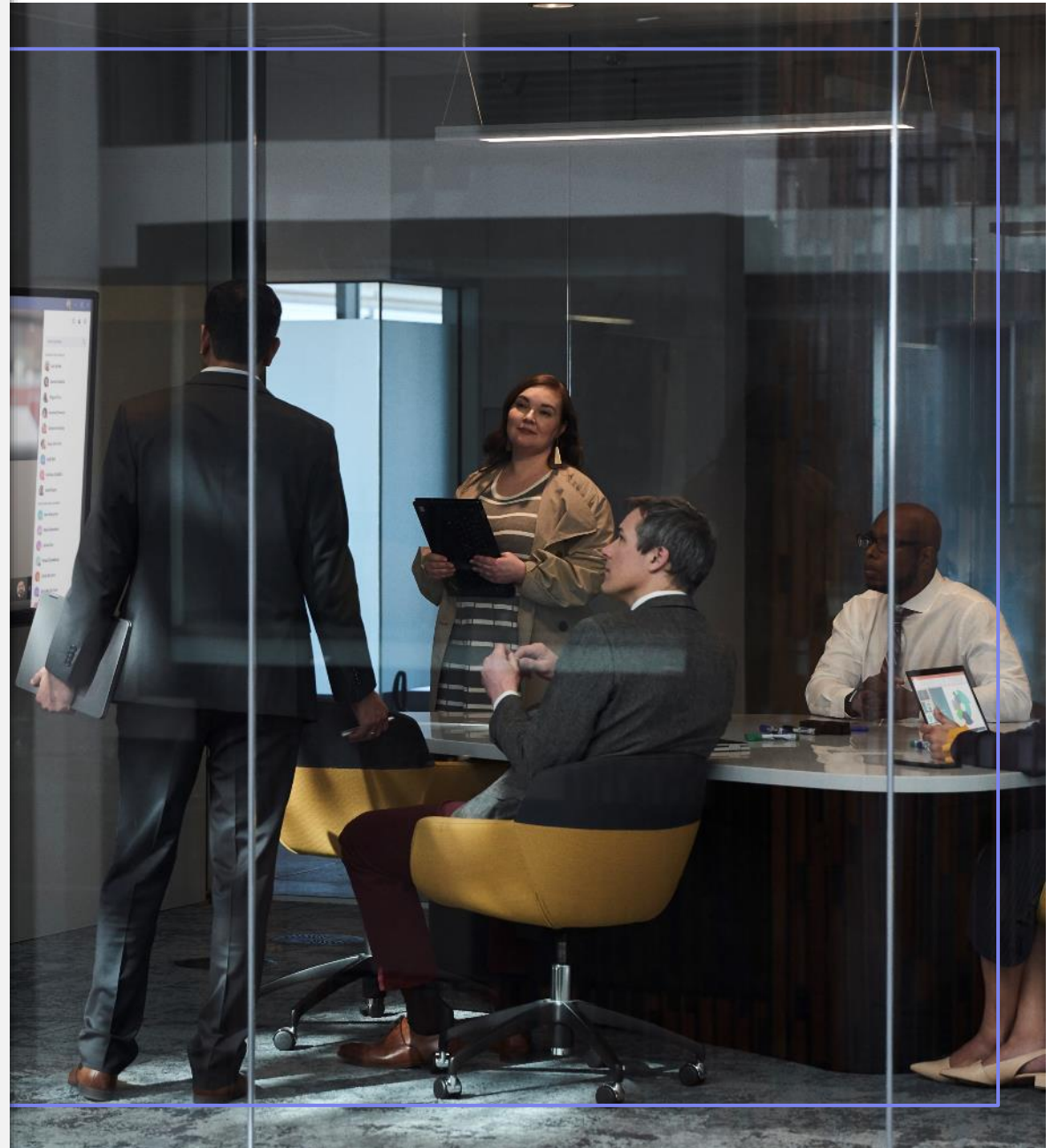
Become CSP Channel Ready

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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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.

Create a free Teams app | **01** Integrate with SaaS fulfillment APIs | **02** Create transactable SaaS offer | **03** Link SaaS offer to Teams app | **04** Submit for validation & publication | **05**
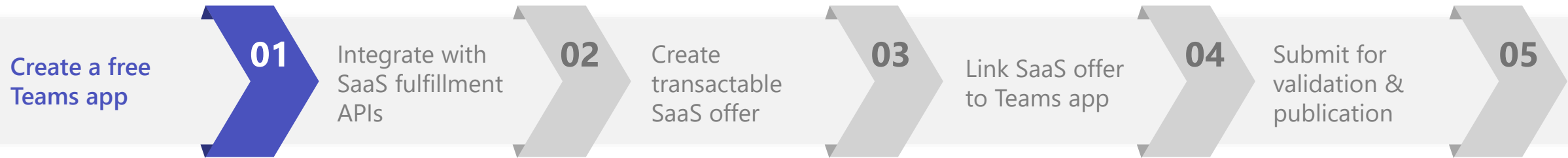
Requirements

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

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

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

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

| 01 | Integrate with SaaS fulfillment APIs | 02 | Create transactable SaaS offer | 03 | Link SaaS offer to Teams app | 04 | Submit for validation & publication | 05 |

| Create a free Teams app | | | | | | | | |

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

For examples, download Teams app monetization code samples

For support, see Support channels (external)

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

USER PERSPECTIVE
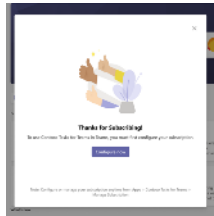
USER COMPLETES PURCHASE
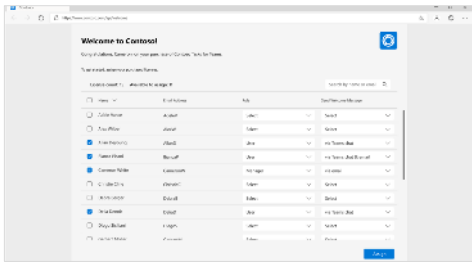
USER DIRECTED TO ISV LANDING PAGE
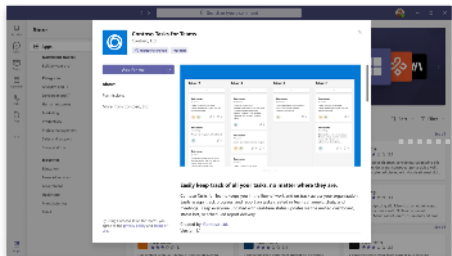
USER RETURNS TO TEAMS

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

②
Use token to retrieve subscription details via marketplace APIs

③
Notify marketplace that subscription is activated

```
// 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");
}


// 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());
}


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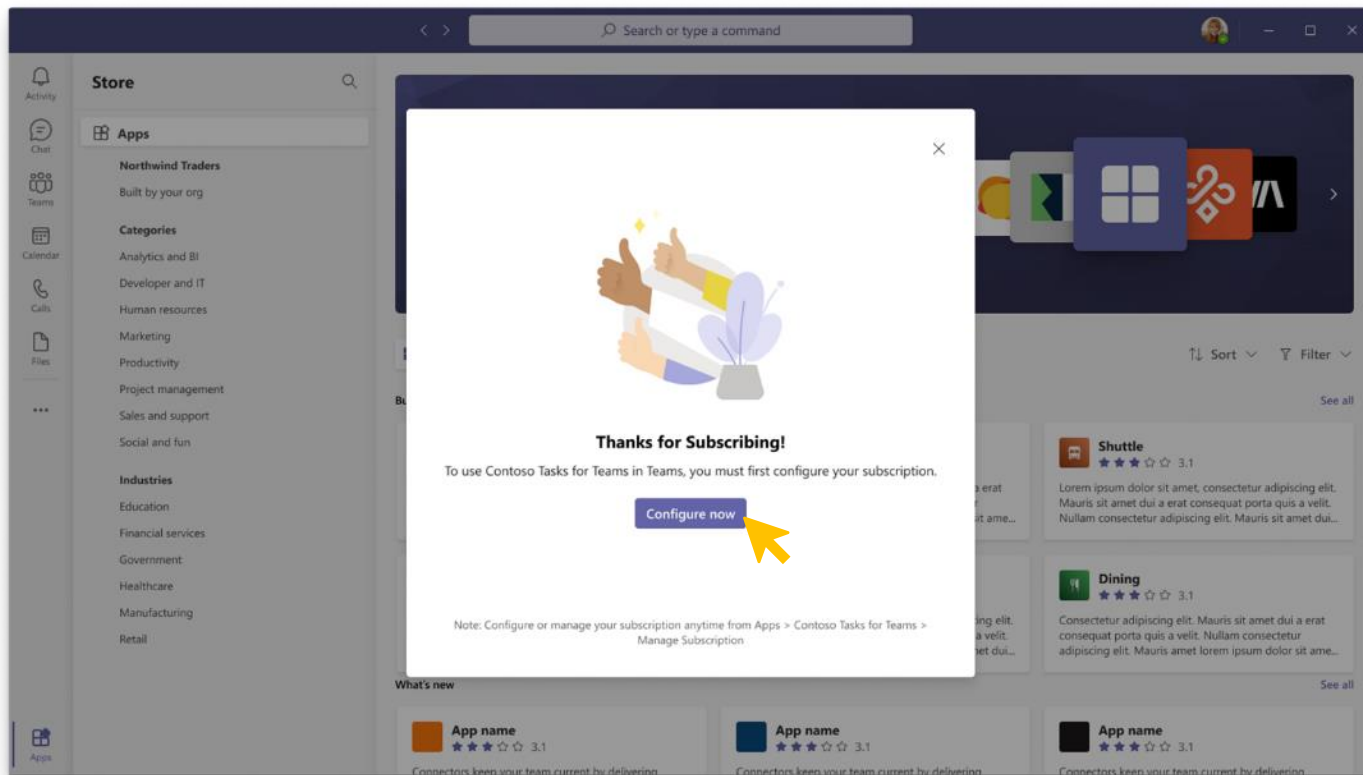
Best Practices: Landing Page and license management (Cont.)

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)
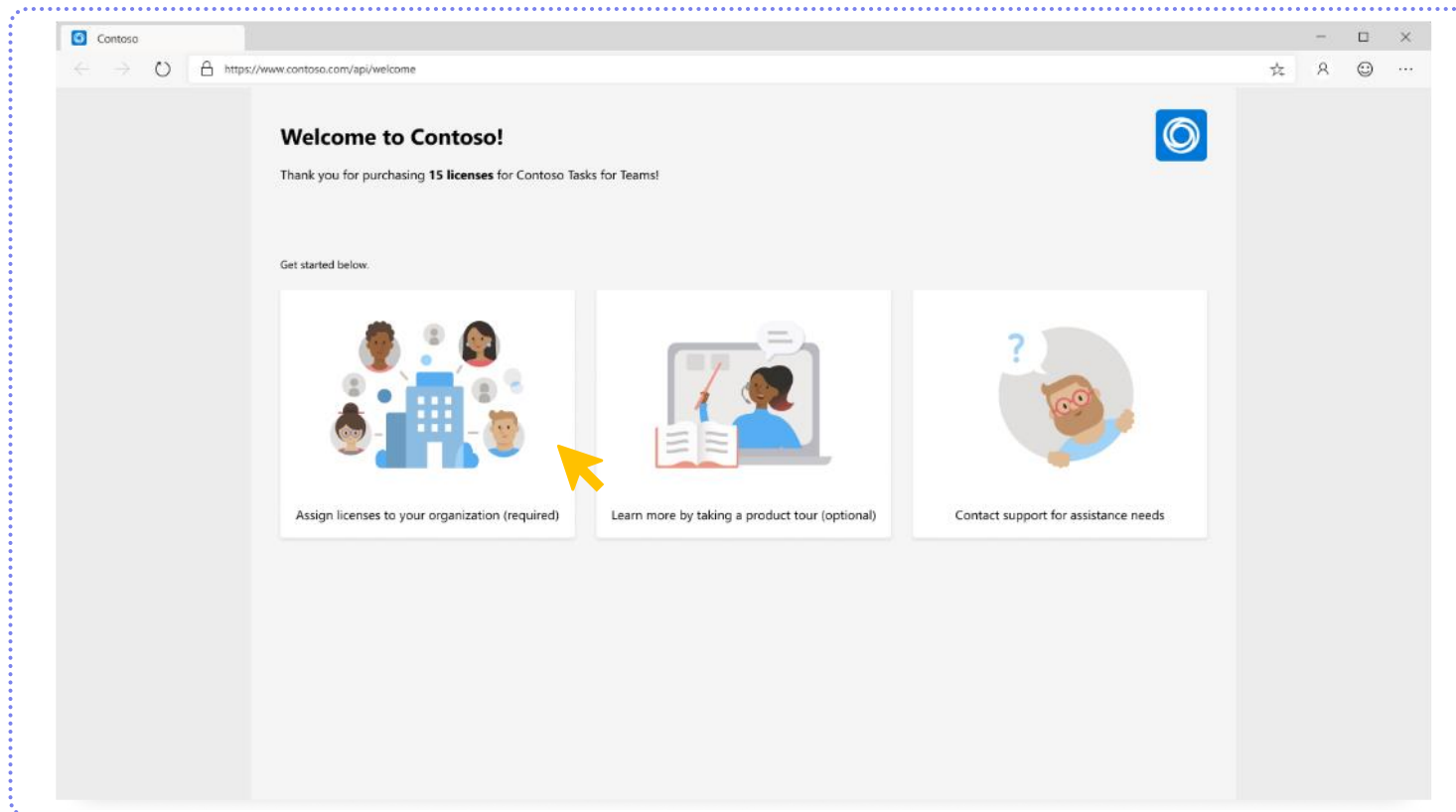
Welcome to Contoso!

Thank you for purchasing **15 licenses** for Contoso Tasks for Teams!

Get started below.

Assign licenses to your organization (required)

Learn more by taking a product tour (optional)

Contact support for assistance needs

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

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Contoso

https://www.contoso.com/api/welcome

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

Search by name or email 🔍

	Name ∨	Email Address	Role	Send Welcome Message
☐	Adele Vance	AdeleV	Select	Select
☐	Alex Wilber	AlexW	Select	Select
☑	Allan Deyoung	AllanD	User	via Teams chat
☑	Bianca Pisani	BiancaP	User	via Teams chat & email
☑	Cameron White	CameronW	Manager	via email
☐	Christie Cline	ChristieC	Select	Select
☐	Debra Berger	DebraB	Select	Select
☑	Delia Dennis	DeliaD	User	via Teams chat
☐	Diego Siciliani	DiegoS	Select	Select
☐	Gerhart Moller	GerhartM	Select	Select

Assign

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.

01 Create a free Teams app	02 Integrate with SaaS fulfillment APIs	**Create transactable SaaS offer**	03	Link SaaS offer to Teams app	04 Submit for validation & publication	05

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](#)

For support, [see Support channels (external)](#)

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)

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"

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

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
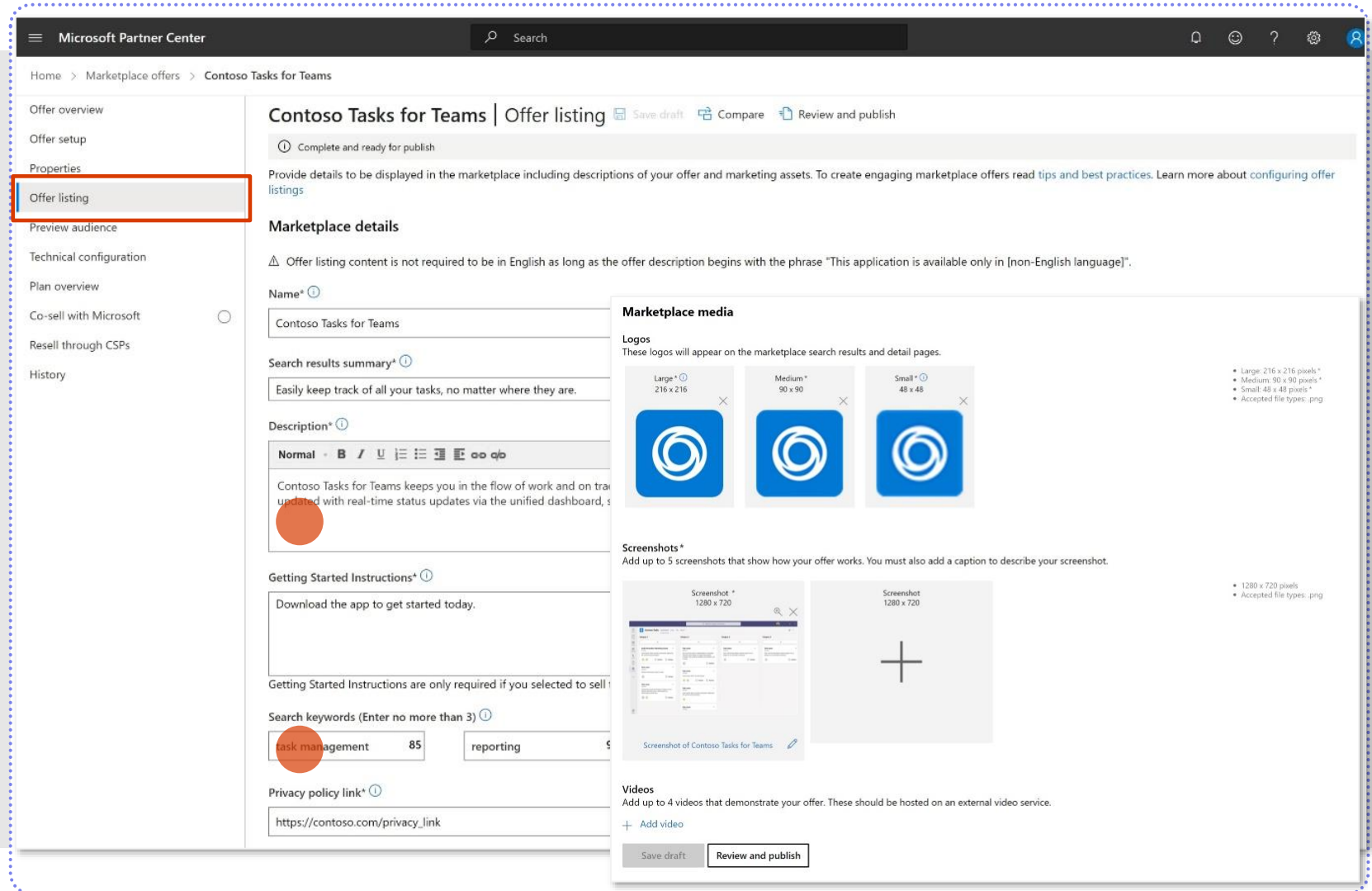
Configure offer in Partner Center: Step 4/6

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

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) A landing page to which users will be directed by marketplace for license assignment & configuration

    b) 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

---

≡   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 | Technical configuration   Software as a Service   🖫 Save draft   ⧉ Compare   🗍 Review and publish

✓ 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 SaaS fulfillment APIs to function correctly. If you don't want to provide these details, you can change this setting in Offer Setup.

Learn more about integrating with the fulfillment APIs here.

Landing page URL* ⓘ

| https://contoso.com/api/subscription/signup | **1** |

Connection webhook* ⓘ

| https://contoso.com/api/subscription/hook | **2** |

Azure Active Directory tenant ID* ⓘ

7f1a19a4-c7ca-42be-b7d1-82b2a0e349f1

Azure Active Directory application ID* ⓘ

fd95f0ef-78a1-42cd-8f20-903f1c2e3053

Save draft   **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)

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

Publish app offer in marketplace

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

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

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

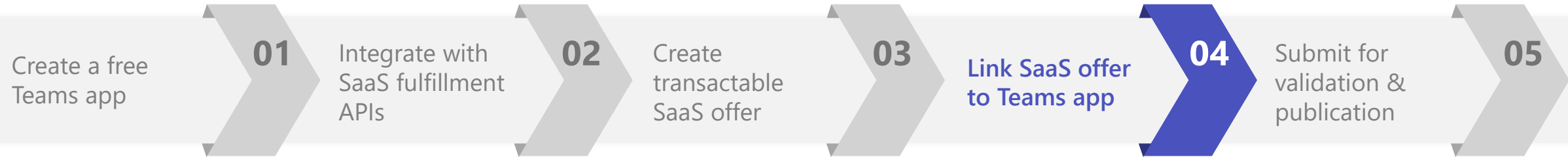**...but still needs to be LINKED to corresponding Teams app**

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.

| 01 Create a free Teams app | Integrate with SaaS fulfillment APIs | 02 Create transactable SaaS offer | 03 Link SaaS offer to Teams app | 04 Submit for validation & publication | 05 |

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

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

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

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"

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
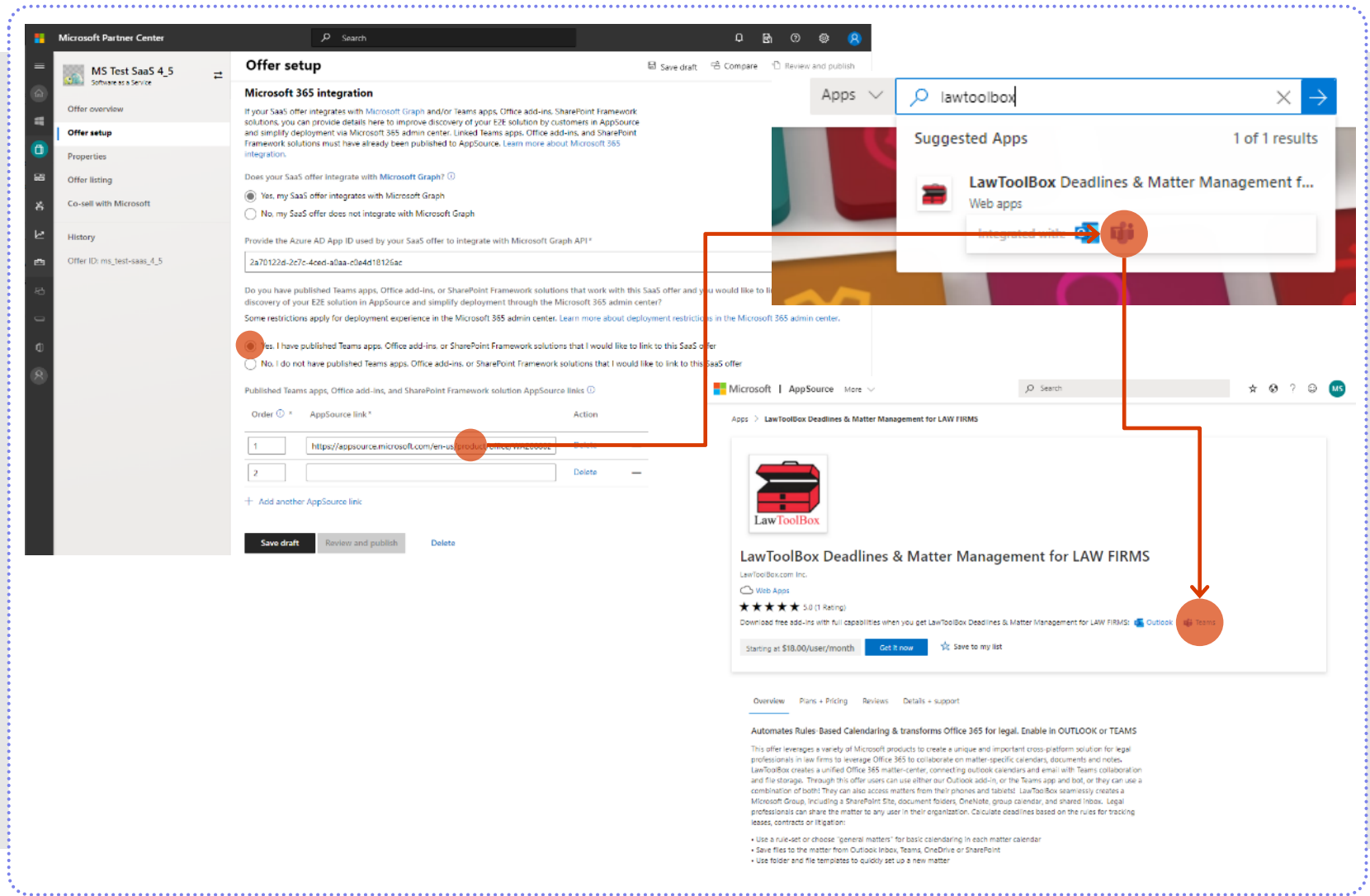
Step 5: App Submission for Validation and Publication

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.

01 Create a free Teams app	**02** Integrate with SaaS fulfillment APIs	**03** Create transactable SaaS offer	**04** Link SaaS offer to Teams app	**05** Submit for validation & publication
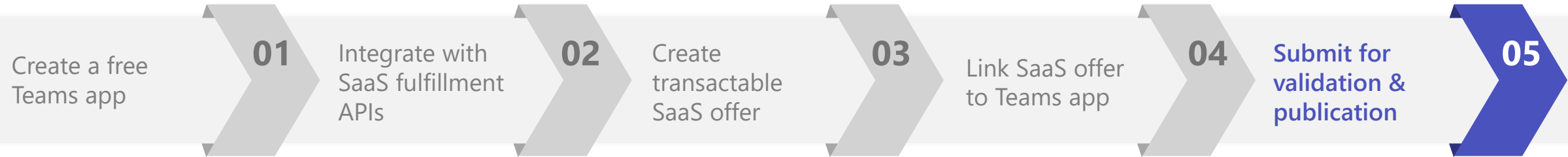
Requirements

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)](#)

For support, [see Support channels (external)](#)

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

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

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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	Teams apps should offer an appropriate cross device mobile experience. App experiences on iOS and Android: • 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.

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

Search by name or email

	Name ∨	Email Address	Role	Send Welcome Message
☐	Adele Vance	AdeleV	Select	Select
☐	Alex Wilber	AlexW	Select	Select
☑	Allan Deyoung	AllanD	User	via Teams chat
☑	Bianca Pisani	BiancaP	User	via Teams chat & email
☑	Cameron White	CameronW	Manager	via email
☐	Christie Cline	ChristieC	Select	Select
☐	Debra Berger	DebraB	Select	Select
☑	Delia Dennis	DeliaD	User	via Teams chat
☐	Diego Siciliani	DiegoS	Select	Select
☐	Gerhart Moller	GerhartM	Select	Select

Assign

Monthly Price	Annual Price	
$5.00/user/ months	$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.
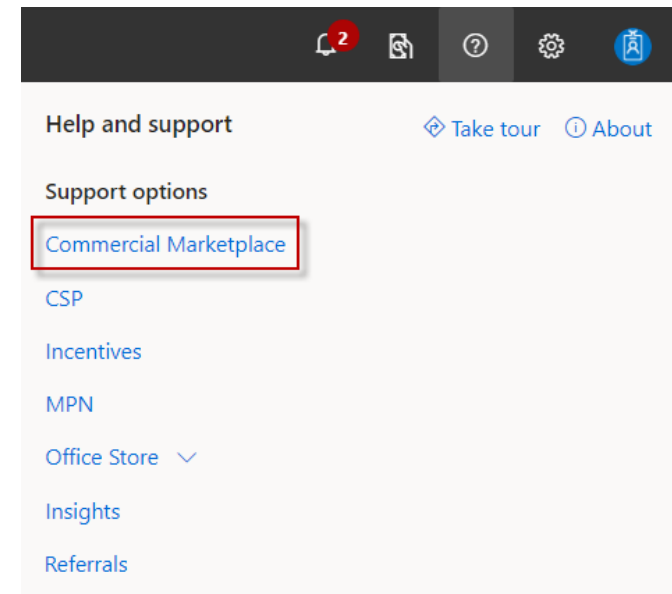
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- Monetization Overview
- Partner Pitch
- Technical Requirements
- Validation Guidance
- **CTA and Next Steps**
- Q&A

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 <u>and</u> heard from the team. Additional information can be found here: Resolve issues with your store submission – Teams | Microsoft Docs

Microsoft 365

Why Teams apps and transact on Microsoft Commercial Marketplace

(speaker name)
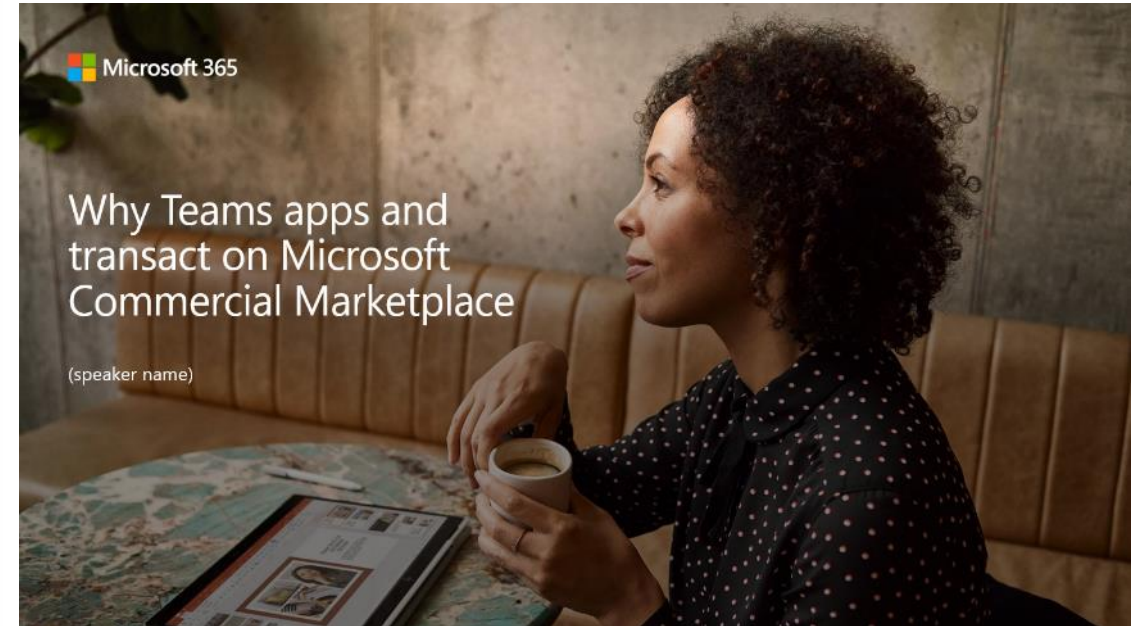
Code samples
are available on GitHub!

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*	*ISV will be notified in event of validation failure*
	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*	*ISV will be contacted in event of validation failure*
	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*		*ISV will be notified once validation completes*
	13 App made available in store and ready for purchase			

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Questions

Thank you