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You've got a Microsoft Teams application:
how to handle distribution and increase reach?



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DIAMOND



COMMUNITY



Agenda



What (not) to expect?

✓ Various distribution methods

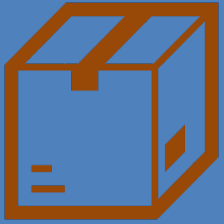
✓ Greater visibility

✓ Greater trust

✗ How to build an app

✗ Power Apps / Power Virtual Agents distribution

✗ Create a SaaS offer for your Teams app



aka. the Teams app

Microsoft Teams as a Platform

Depth of coding required

Ready-made
apps

Hundreds of Microsoft and partner applications available in the Teams store today



Low-code
apps &
workflows

The low-code Power Platform enables your team to streamline processes and unlock critical insights



Reference
solutions

Open sourced accelerators combining Teams and web apps to complete a business scenario

Full-code
custom
solutions

Build the business apps you need and extend or customize the apps you already use

Microsoft Teams as a Platform



Microsoft Teams as a Platform

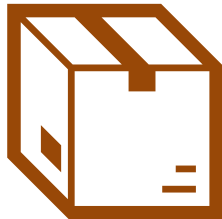
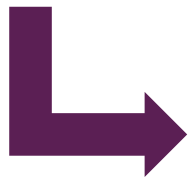


Anatomy of a app

Teams app

= .zip file

- manifest.json
- color.png
- outline.png



App registration

- Azure AD App
- Bot Framework
- Outlook connector

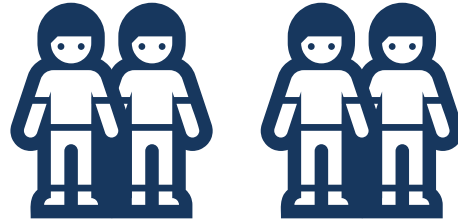
Application logic

- Web application
 - Server side logic
 - Client side logic
- Web service



aka. sideloading

Sideloading: permissions



Add app setup policy

Description

Upload custom apps ☐ Off

Allow user pinning ☒ On

Installed apps
Choose which apps you want installed for your users. They can still install other apps that the user has installed.

Add apps that you want to install.

[Add apps](#)

Pinned apps
Choose the order that apps are pinned in the Teams app navigation bar.

[+ Add apps](#) [↑ Move up](#) [↓ Move down](#) [✕ Remove](#) | 4 items

Members Channels **Settings** Apps

Team picture Add a team picture

Member permissions Enable channel creation, adding apps, and more

- Allow creating and updating standard channels ☒
- Allow members to delete and restore standard channels ☒
- Allow members to create private channels ☒
- Allow members to add and remove apps ☒
- Allow members to upload custom apps** ☒
- Allow members to create, update, and remove tabs ☒
- Allow members to create, update, and remove connectors ☒
- Give members the option to delete their messages ☒
- Give members the option to edit their messages ☒

General Channel:

☒ Anyone can post messages

☐ Anyone can post: show alert that posting will notify everyone (recommended for large teams)

☐ Only owners can post messages

Org-wide app settings

Third-party apps

You can control which third-party apps can be installed for your organization. [Learn more](#)

Allow third-party apps in Microsoft Teams ☒ On

Allow any new third-party apps published to the store by default ☒ On

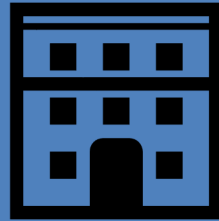
Custom apps

If your organization requires apps other than those available in the Teams Apps store, custom apps can be developed as app packages and uploaded. [Learn more](#)

Allow interaction with custom apps ☒ On

Sideloading: permissions

Org-wide custom app setting	Team custom app setting	User custom app policy	Effect
✗	✗	✗	Interaction with all custom apps is blocked for your organization. Custom apps can't be uploaded by anyone except a Teams Service Admin or a Global admin.
✗	✗	✓	Interaction with all custom apps is blocked for your organization. Custom apps can't be uploaded by anyone except a Teams Service Admin or a Global admin.
✗	✓	✗	Interaction with all custom apps is blocked for your organization. Custom apps can't be uploaded by anyone except a Teams Service Admin or a Global admin.
✗	✓	✓	Interaction with all custom apps is blocked for your organization. Custom apps can't be uploaded by anyone except a Teams Service Admin or a Global admin.
✓	✗	✗	The user can't upload custom apps.
✓	✗	✓	If the user is a team owner, they can upload custom apps to the team. If the user isn't a team owner, they can't upload custom apps to the team. The user can upload custom apps in the personal context.
✓	✓	✗	The user can't upload custom apps.
✓	✓	✓	The user can upload custom apps to the team, regardless of whether the user is a team owner. The user can upload custom apps in the personal context.



aka. organization app catalog

Organization app catalog

The screenshot displays the Microsoft Teams app catalog interface. On the left is a dark sidebar with navigation icons for Activity, Chat, Teams, Calendar, Calls, Files, and a menu icon. The main area is titled 'Apps' and features a search bar. Below the search bar is a list of categories: All, Personal apps, Bots, Tabs, Connectors, Messaging, and a section 'Built for Contoso' with a right-pointing arrow. Further down are 'Top picks' and a list of categories: Popular apps, What's new, Analytics and BI, Developer and IT, Education, Human resources, Productivity, Project management, Sales and support, Social and fun, and 'Upload a custom app'. The main content area shows a grid of app cards. Each card includes an icon, the app name, the provider, and a brief description. The apps shown are: Border Rubie (Rubie), Creature Maximus (Maximus), Customer Insights and Feedback Application (PowerApps), Employee Pulse (Northwind Traders), FAQ Plus (Northwind Traders), HR Bot 7/15 (Power Virtual Agents), Megan 7/13 test 1 (Power Virtual Agents), Service Bot 7/15 (Power Virtual Agents), Teamflix (Vaibhav Test 1), Test 720 2 (Developer Name), Test Bot 7/10 3 (Power Virtual Agents), TSA test 1 (Power Virtual Agents), V Test 1 (PowerApps), VA 7/10 2 (Power Virtual Agents), VA Help Desk_1639 (PowerApps), and YPA (Microsoft).

Customize store *(preview)*

Microsoft Teams Search

Apps

Search all

All

Personal apps

Bots

Tabs

Connectors

Messaging

Built for Contoso

Top picks

Popular apps

What's new

Analytics and BI

Developer and IT

Education

Human resources

Productivity

Project management

Sales and support

Social and fun

Submit to app catalog

Upload a custom app

Built for Contoso Microsoft

Bag Elna
Nihil sit consectetur consequat magni ad est rem. Delectus nostrum distinctio sit explicabo dolor. Aspernatur repellendus non laboriosa...

Cough Linnea
Est vero laborum et velit quaerat ut impedit cupiditate dolorem. Natus maiores iste temporibus dolores. Aliquid dolores et...

EnglishBot2 EnglishBot2
EnglishBot2 long description

Flight Lysanne
Eveniet consequat ullam eum dicta beatae atque. Delectus et in delectus aut. Quisquam vel maxime quia ab vel enim quis. Doloremq...

Hour Upgrade Cora
Sunt dolorum nostrum dolor aperiam. Modi voluptate dolorem soluta molestias molestias voluptatem et. Exercitationem deserunt tenet...

Mind Jeffry
Doloremque enim exercitationem expedita eaque debitis. Eum consequuntur vero exercitationem architecto nisi autem. Libero...

RemindMyself Lindybeat Technologies
Ever find yourself wanting to remind yourself about a message, or just a simple to-do with no fuss? Well, **RemindMyself** is a bot and...

Request Harley
Minus suscipit velit ex voluptatem autem enim voluptate molestiae corporis. Reiciendis quis est eos. Commodi et dolores exercitationem...

Search Coach Search Coach
Search Coach

Ship Magdalena
Inventore qui aut quia quas minima quo. Qui quasi similique rem magni sed dicta rerum quod. Blanditiis id veniam qui officia eveniet...

Start Shayna
Aut officia nisi officiis id dicta eligendi animi perspiciatis. Modi et possimus ipsam voluptatem minus et. Neque illo ipsa autem...

Wing Keshawn
Ducimus facere rerum distinctio odio. Maxime earum rerum aut. Fuga voluptatibus eos veritatis nihil qui. Reiciendis dolorem facere...



validation?

Validate

Validate your app package manifest or run through this preliminary checklist of top requirements.

Teams app validator

Preliminary checklist

PC_WarningErrors.zip

✖ Test failed

Print

App Name
CoolBot for Microsoft

Run time
7/11/2020 17:53:54

Version
0.1.0

Total tests (47)



Success (34)
Error (5)
Warning (8)

Package Name

Publisher

Manifest Version

Developer Name

1.2

Description

✖ Required field 'packageName' is missing in the manifest. [Learn to fix it](#)

✖ App version should not start with '0'. Ex: 0.0.1 or 0.1 are not valid app versions and 1.0 / 1.5.1 / 1.0.0 / 2.5.0 are valid app versions. In case of new update in manifest to an existing app in store, your app version must be incremented. For example: If your current app version in store is 1.0 and you are submitting an update to store for validation, your app version must be incremented i.e 1.1 in this case. [Learn to fix it](#)

✖ Color Icon is not as per the required dimension. [Learn to fix it](#)

✖ Small icon should be 32x32 with only white and transparent [Learn to fix it](#)

✖ Outline icon is not transparent. [Learn to fix it](#)

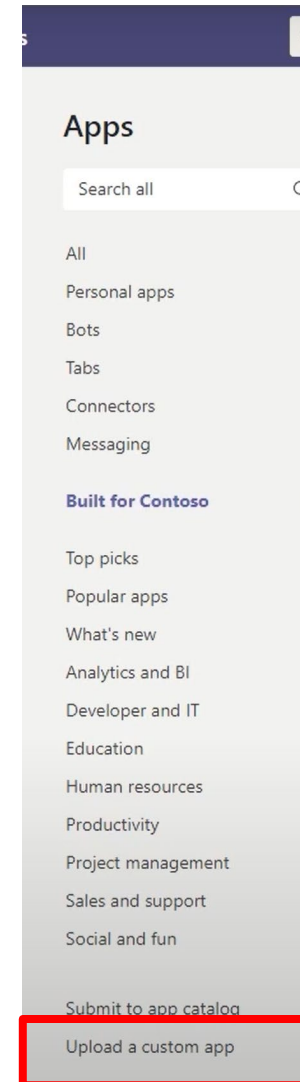
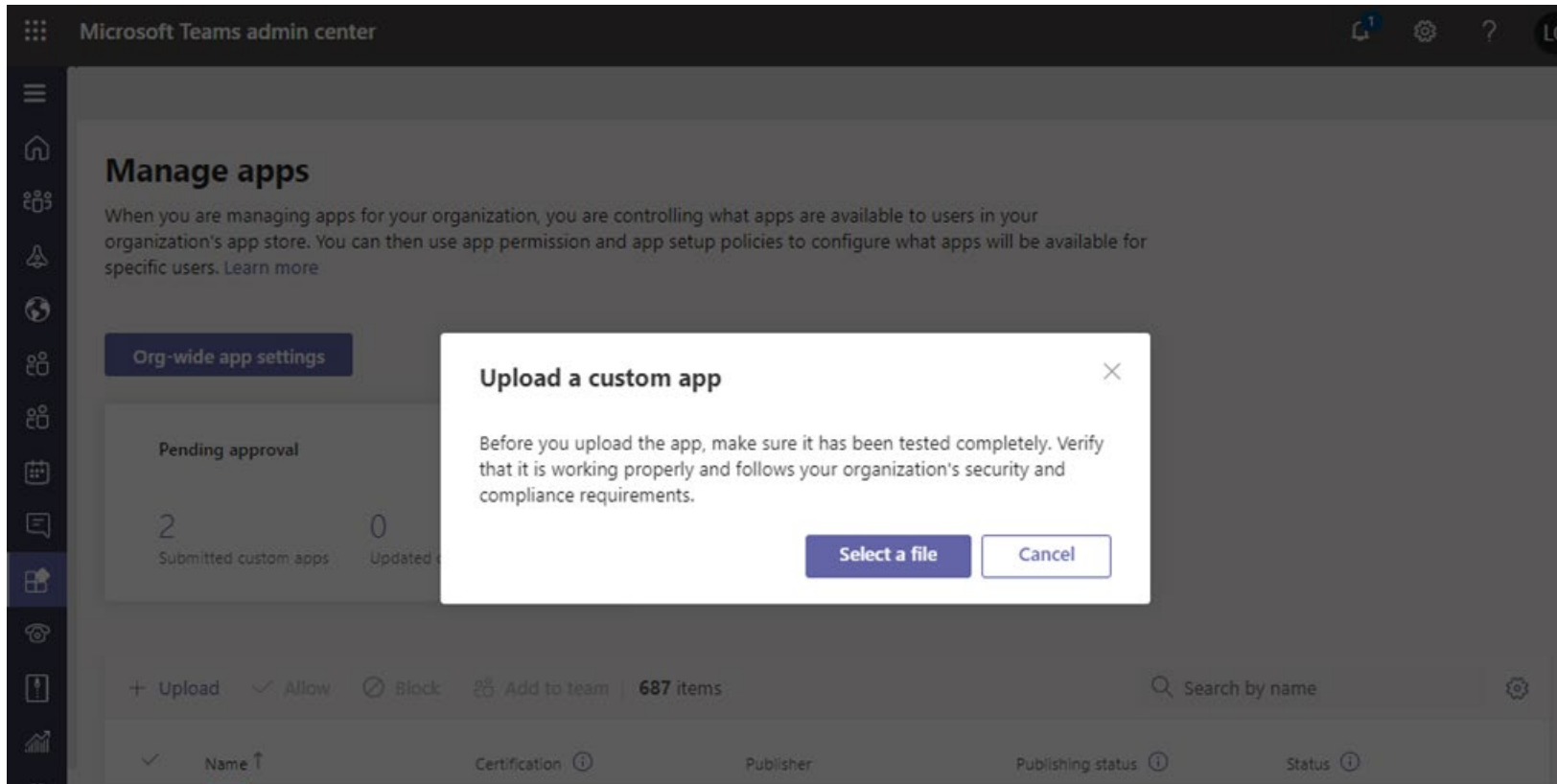
⚠ Manifest Version and Schema version should be same [Learn to fix it](#)

⚠ Short name should not contain "Microsoft" or any of the "Microsoft product" names. [Learn to fix it](#)

⚠ Full name should not contain "Microsoft" or any of the Microsoft product names (e.g. "Excel"). [Learn to fix it](#)

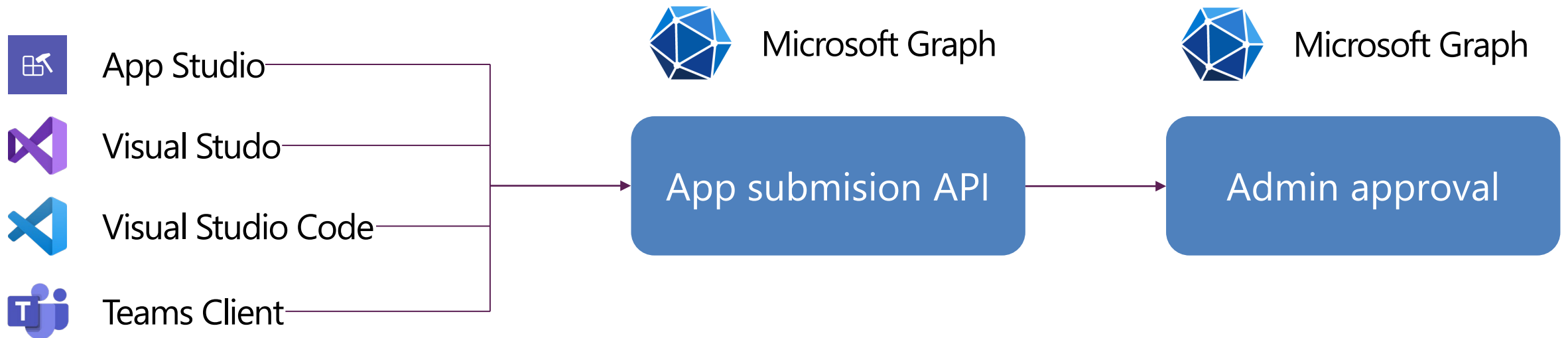


in organization app catalog?





in organization app catalog?



Central management

Global

Description

Microsoft apps

Choose which Teams apps published by Microsoft or its partners can be installed by your users.

✔ Allow all apps

Third-party apps

Choose which Teams apps published by a third-party that can be installed by your users.

✔ Allow all apps

Custom apps

Choose which custom apps can be installed by your users.

✔ Allow all apps

SaveCancel

Add app setup policy

Description

Upload custom apps ⓘ

☐ Off

Allow user pinning

☒ On

Installed apps

Choose which apps you want installed for your users. They can still install other apps that they want by setting up those apps in permission policies.

Add apps that you want to install.

Add apps

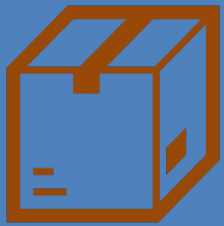
Pinned apps

Choose the order that apps are pinned in the Teams app navigation bar.

+ Add apps ↑ Move up ↓ Move down ✕ Remove | 4 items

✓	Name	App ID	Publisher

+ Upload ✓ Allow ⛔ Block **🔗 Add to team** 1 item selected ✕



aka. AppSource



in AppSource?

1. Follow (design) guidelines
2. Meet validation policies
 - AppSource
 - App detail page
 - App manifest
3. Developer account in Partner Center
4. Submit to AppSource through Partner Center
 - Provide testing notes and credentials

Microsoft 365 App Compliance Program

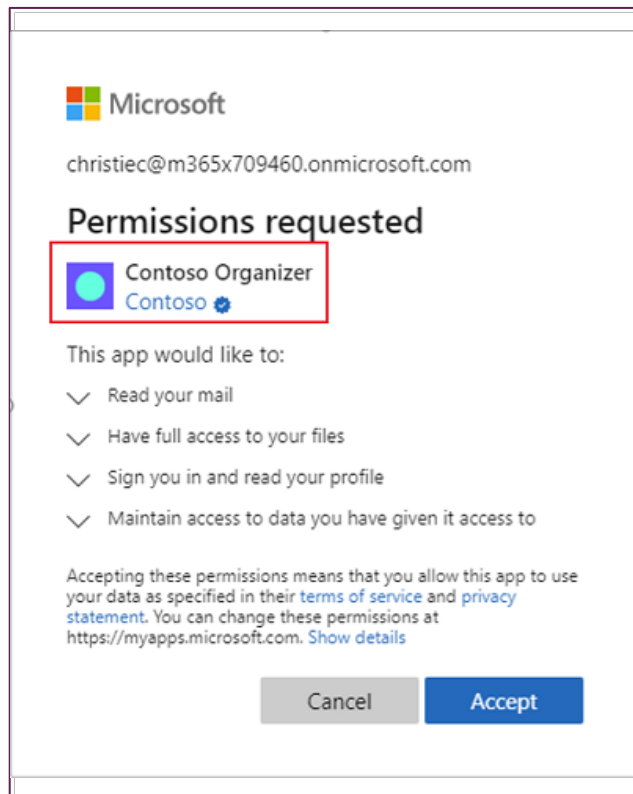
Publisher verification

Publisher attestation

Teams | Word | Excel | PowerPoint | Outlook

Microsoft 365 Certification

Teams



- Self-assessment
- Data handling & privacy
- Security & compliance
- Data is publicly available

- 3rd party assessor
- Security & compliance of app and org
- Badge is awarded

THANK YOU FOR JOINING!

Questions? Feel free to reach out!

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 blog.yannickreekmans.be

STICKER GIVEAWAY!

<https://bit.ly/3dfw4er>



**I hate
stickers**



Resources

Teams as a Platform: Get started

- <https://docs.microsoft.com/en-us/microsoftteams/platform/#pivot=get-started>

Distribute your Microsoft Teams app

- <https://docs.microsoft.com/en-us/microsoftteams/platform/concepts/deploy-and-publish/overview>
- <https://docs.microsoft.com/en-us/microsoftteams/platform/concepts/deploy-and-publish/appsource/publish>

App policies

- <https://docs.microsoft.com/en-us/MicrosoftTeams/teams-app-permission-policies>
- <https://docs.microsoft.com/en-us/MicrosoftTeams/teams-app-setup-policies>
- <https://docs.microsoft.com/en-us/microsoftteams/teams-custom-app-policies-and-settings>

Navigating the Teams app lifecycle

- <https://techcommunity.microsoft.com/t5/video-hub/navigating-the-teams-app-lifecycle/m-p/1689457>

Create a SaaS offer for your Teams app

- <https://docs.microsoft.com/en-us/microsoftteams/platform/concepts/deploy-and-publish/add-saas-offer>

Manage Power Platform Apps

- <https://docs.microsoft.com/en-us/microsoftteams/manage-power-platform-apps>

VS & VS Code Extensions

- <https://marketplace.visualstudio.com/items?itemName=TeamsDevApp.ms-teams-vscode-extension>
- <https://marketplace.visualstudio.com/items?itemName=TeamsDevApp.vsteamstemplate>

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