collabdays | lisbon

October 10th, 2020

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

YANNICK REEKMANS

Office Development MVP

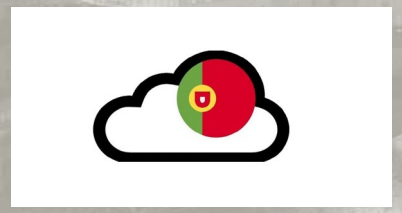
@YannickReekmans

blog.yannickreekmans.be

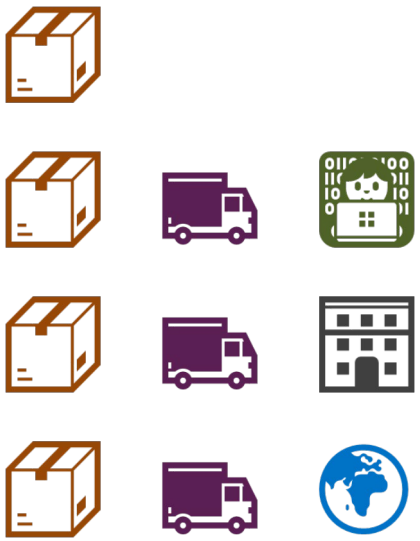
Our Sponsors

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

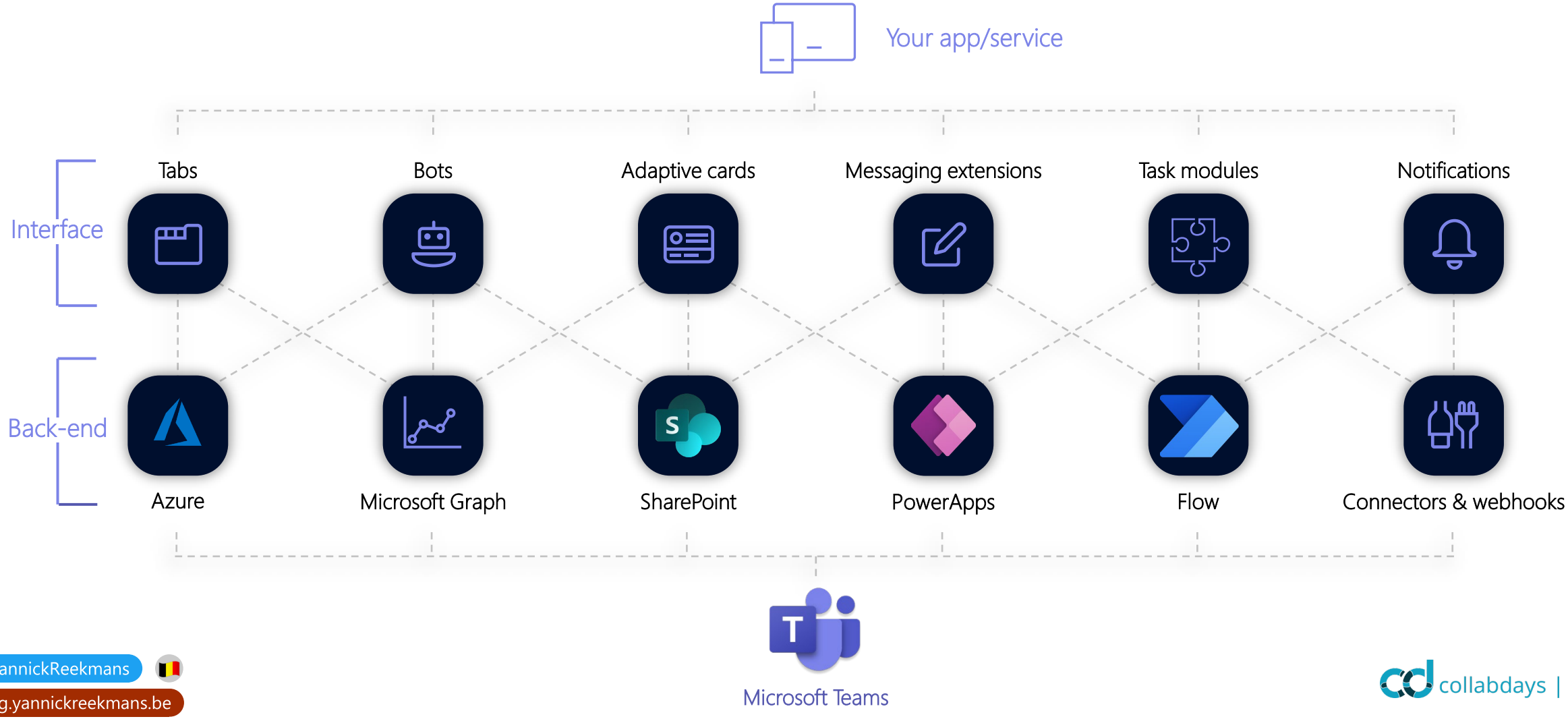
Reference solutions

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



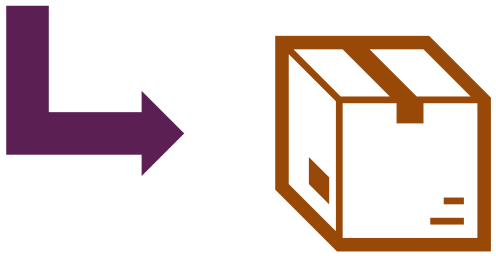
Microsoft Teams as a Platform

Anatomy of a app

Teams app

= .zip file

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



App registration

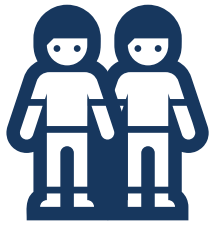
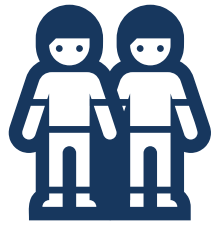
- Azure AD App
- Bot Framework
- Outlook connector

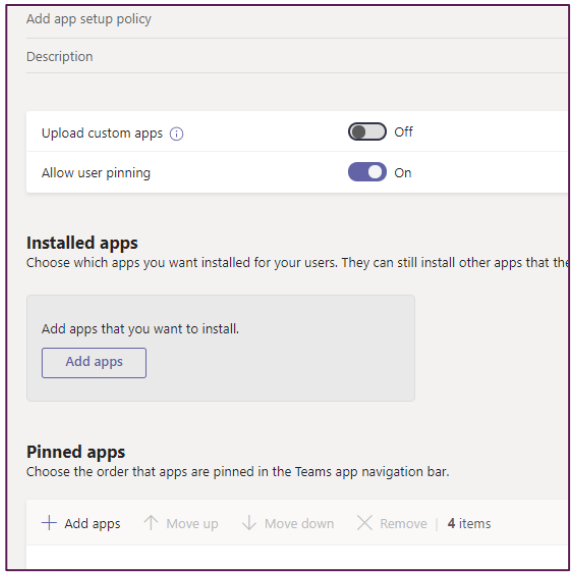
Application logic

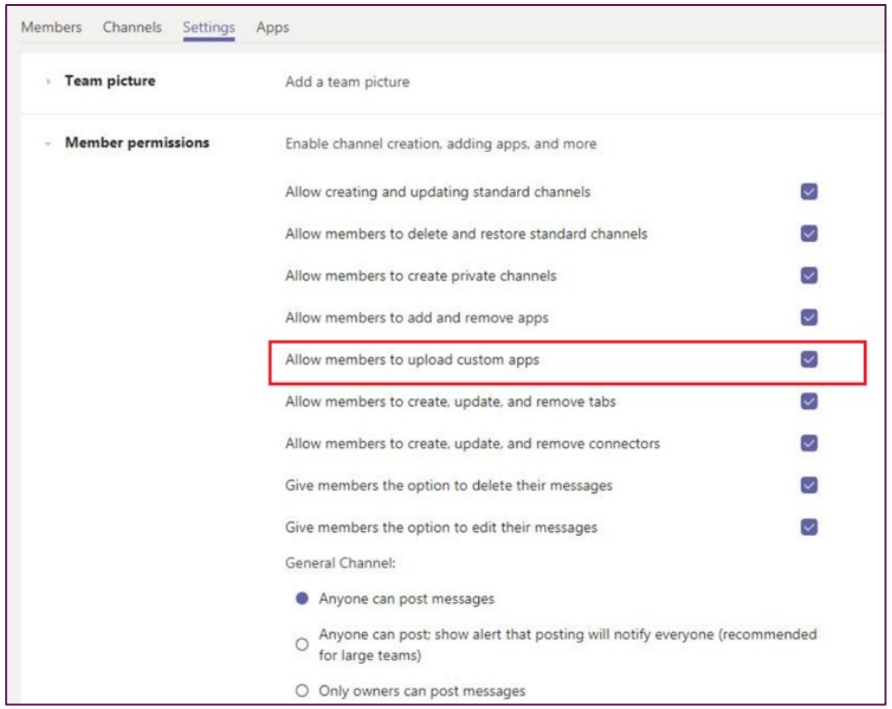
- Web application
  - Server side logic
  - Client side logic
- Web service

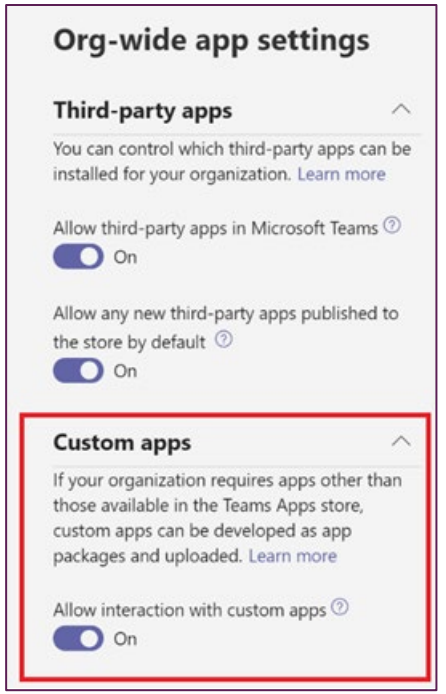
aka. sideloading

Sideloading: permissions







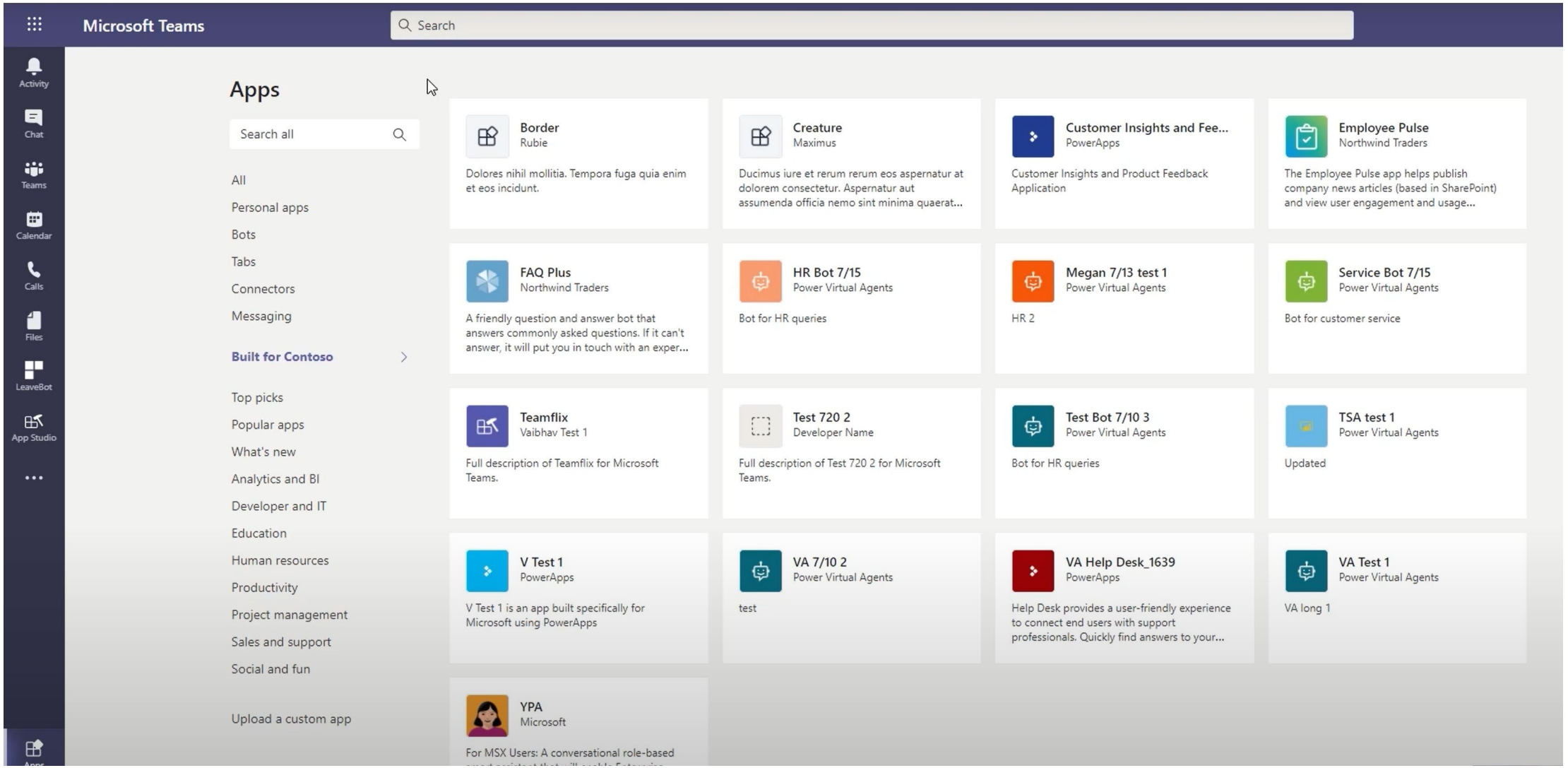
Sideloading: permissions

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.

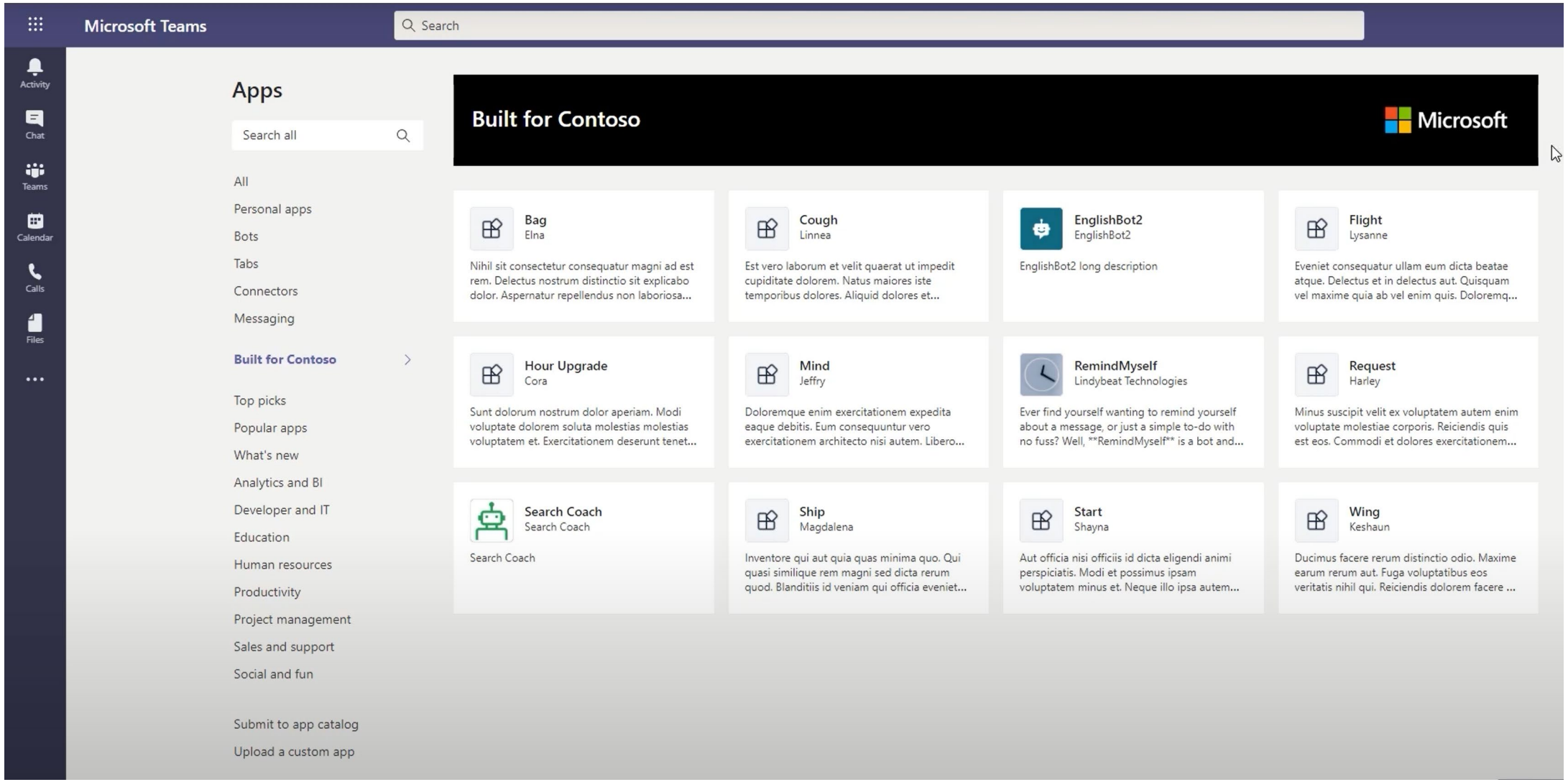
aka. organization app catalog

@YannickReekmans
blog.yannickreekmans.be

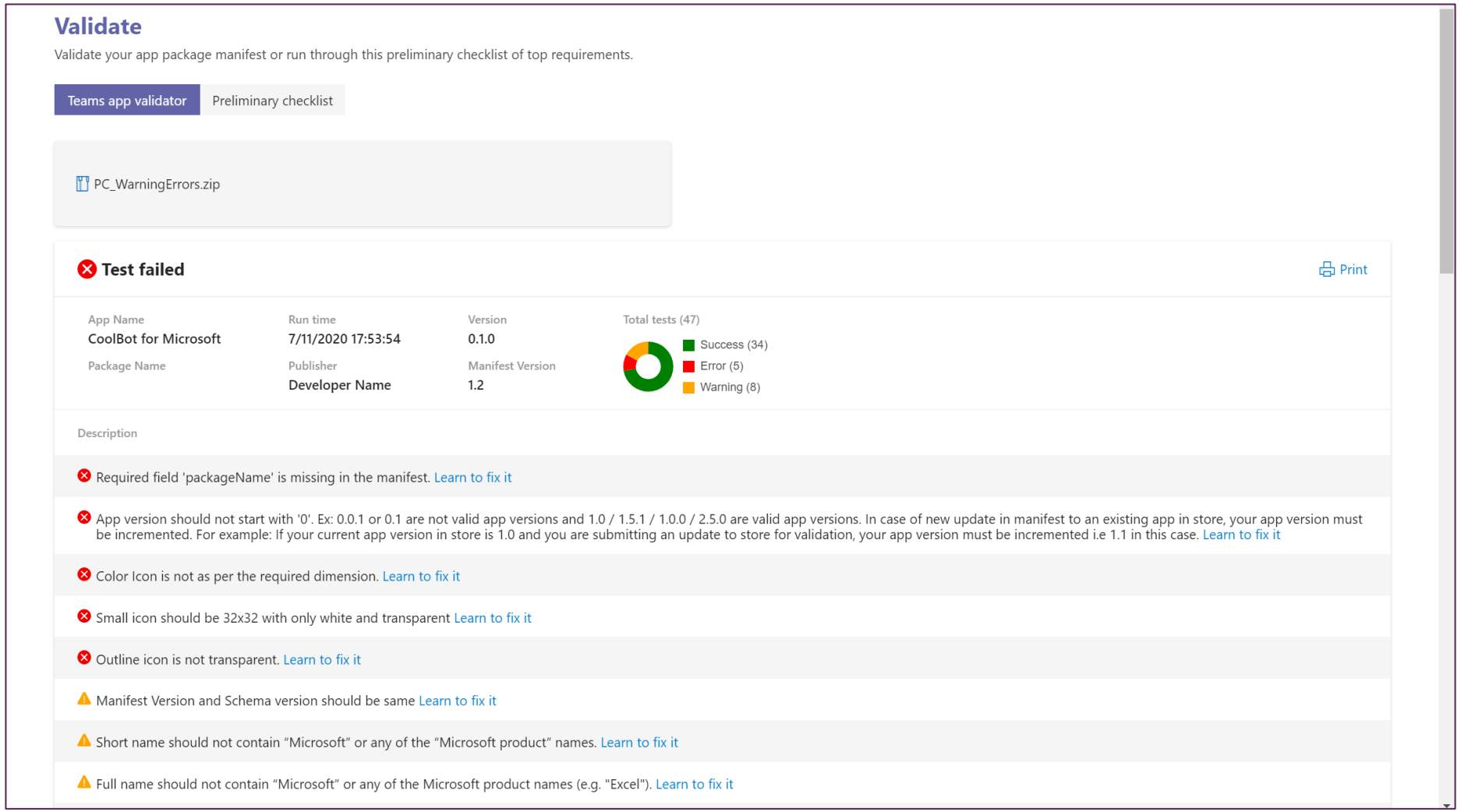
Organization app catalog



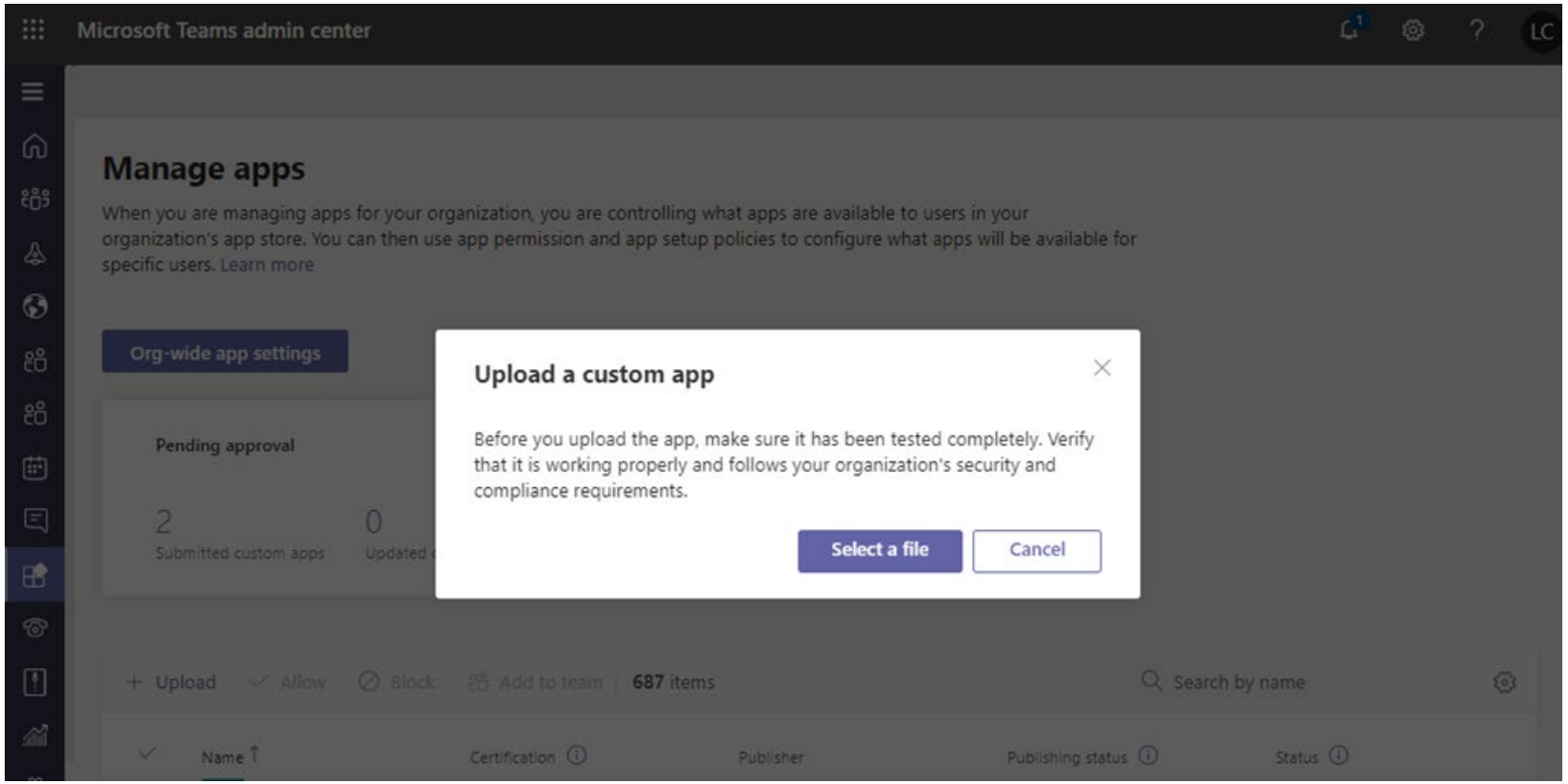
Customize store *(preview)*

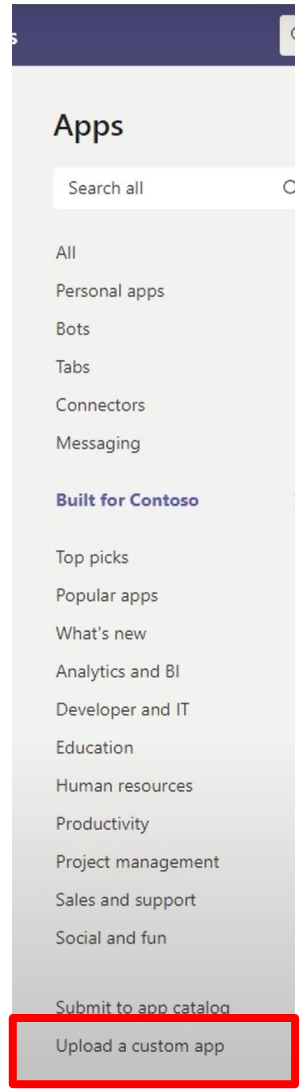


validation?

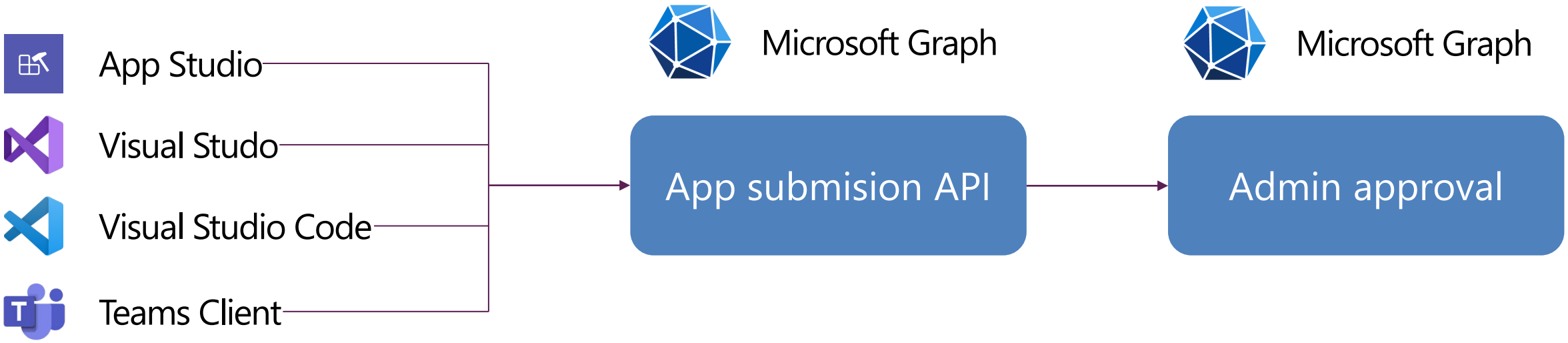

Validate
Validate your app package manifest or run through this preliminary checklist of top requirements.
Teams app validator
Preliminary checklist
PC_WarningErrors.zip
Test failed
Print
App Name
CoolBot for Microsoft
Run time
7/11/2020 17:53:54
Version
0.1.0
Total tests (47)
Success (34)
Error (5)
Warning (8)
Package Name
Publisher
Developer Name
Manifest Version
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?

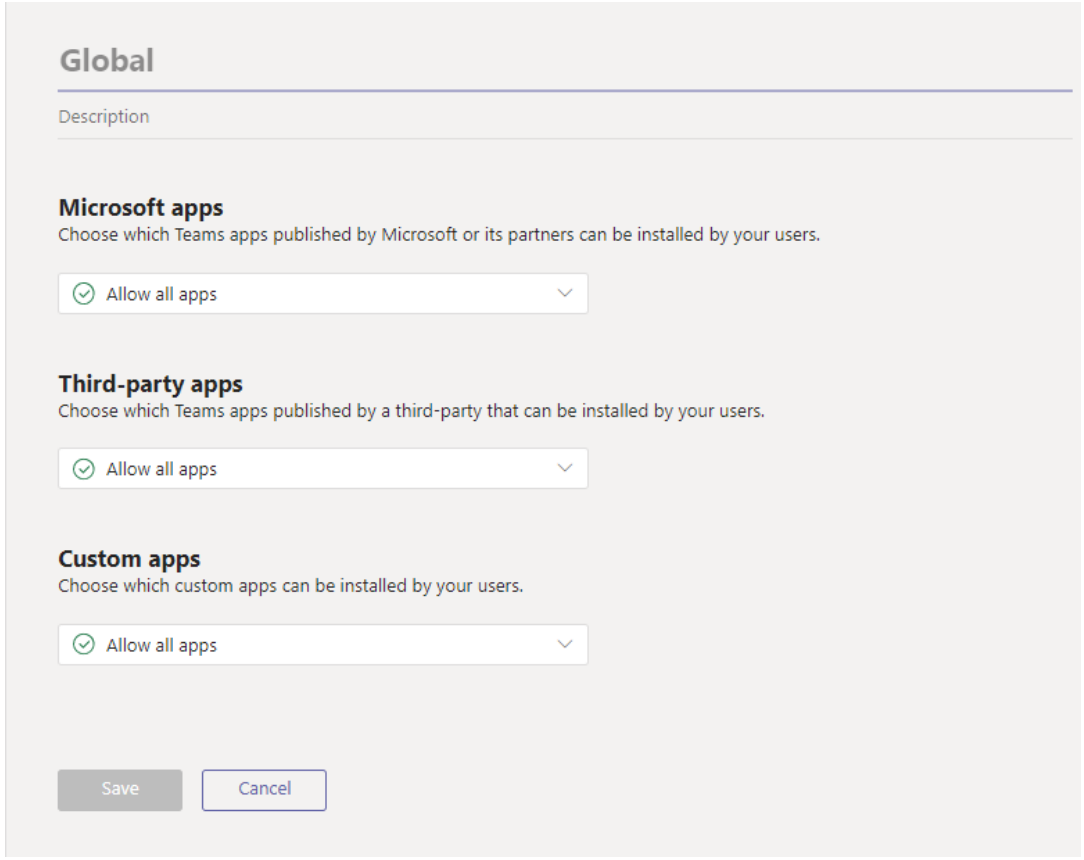


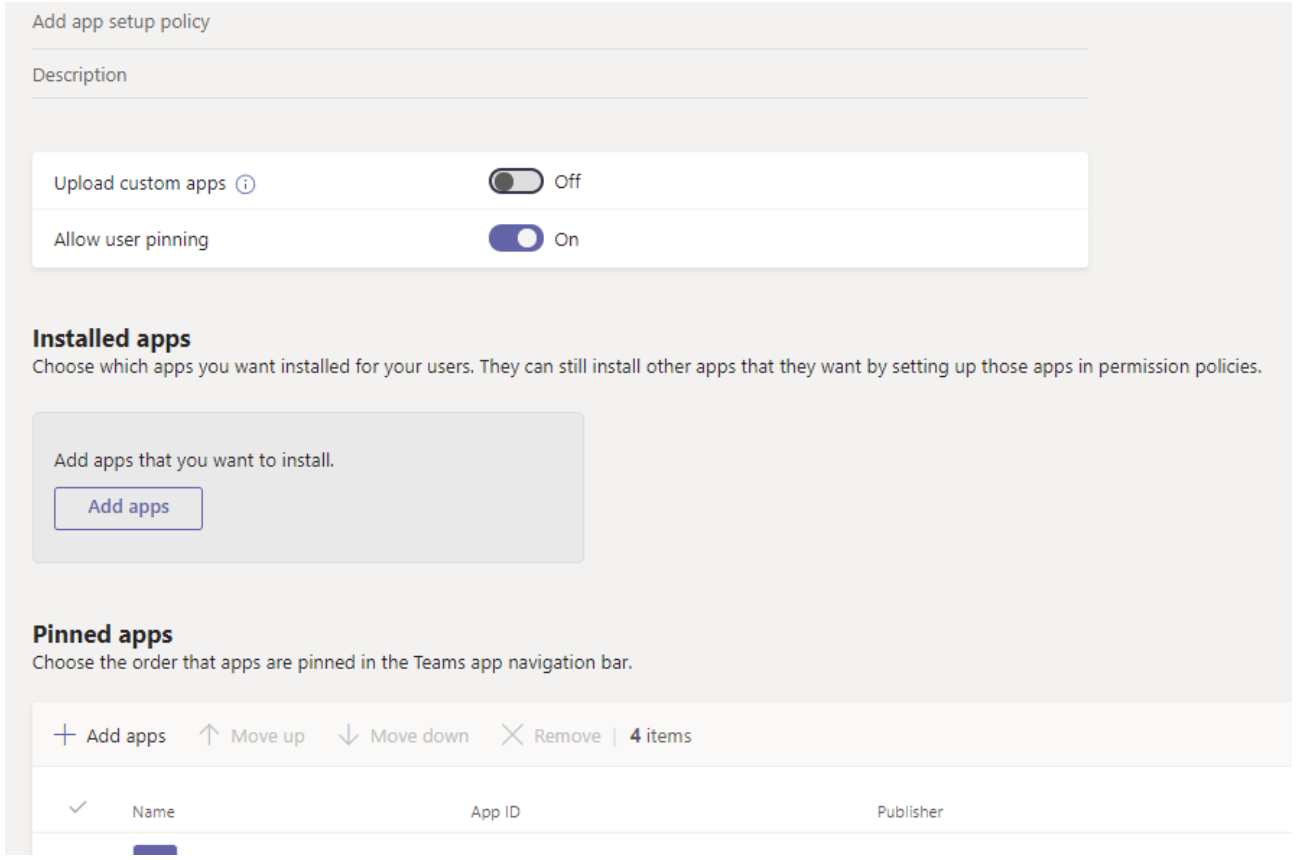


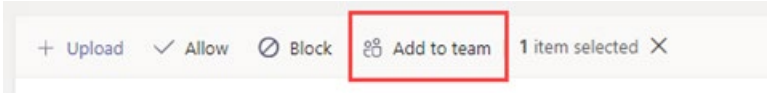
in organization app catalog?



Central management







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

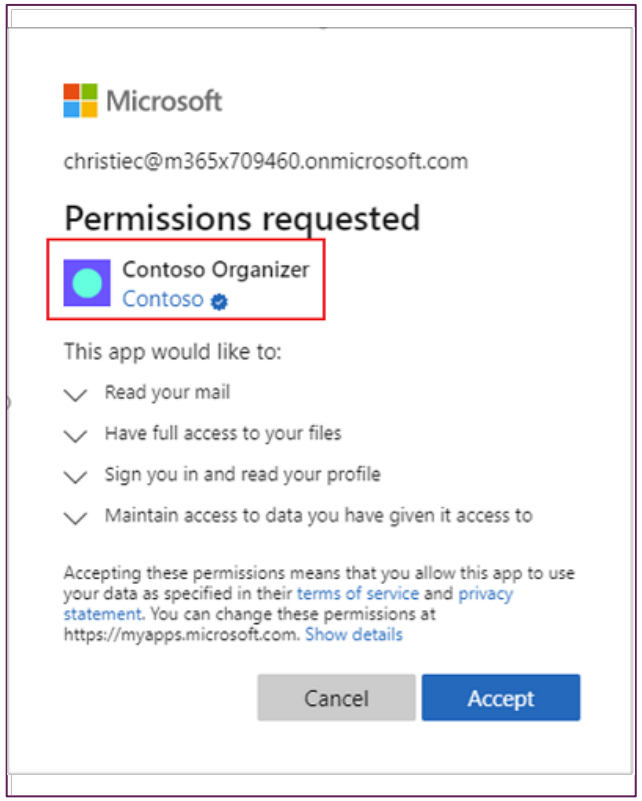
   Provide testing notes and credentials

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

@YannickReekmans
blog.yannickreekmans.be

THANK YOU FOR JOINING!

Questions? Feel free to reach out!

@YannickReekmans blog.yannickreekmans.be

STICKER GIVEAWAY!

https://bit.ly/3dfw4er

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

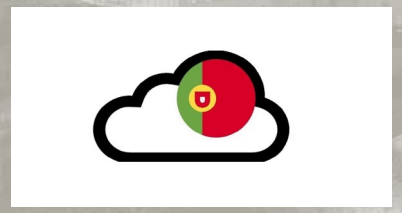
VS & VS Code Extensions

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

Our Sponsors

DIAMOND

COMMUNITY



collabdays | lisbon

@YannickReekmans

blog.yannickreekmans.be