

# Azure Marketplace Where Dreams (and Debugging Nightmares) Come True



**FREEK BERSON**

*Principal Product Manager @ Parallels  
Microsoft MVP (AVD & Azure)  
Published Author*



# Why Microsoft marketplace?



Your benefit –  
Visibility &  
GTM support



Partner benefit –  
Private offers  
& simplified sell



Customer benefit –  
MACC & easy  
deployment



# Public and Private offers

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- Always start with Public offer
- Private offers:
  - ISV to Customer Private offer
  - ISV to CSP / Partner Private offer
  - Multiparty Private Offers (MPO)



# Offer Types

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Azure Application

Software as a Service

Azure Container

Azure virtual machine

Professional service

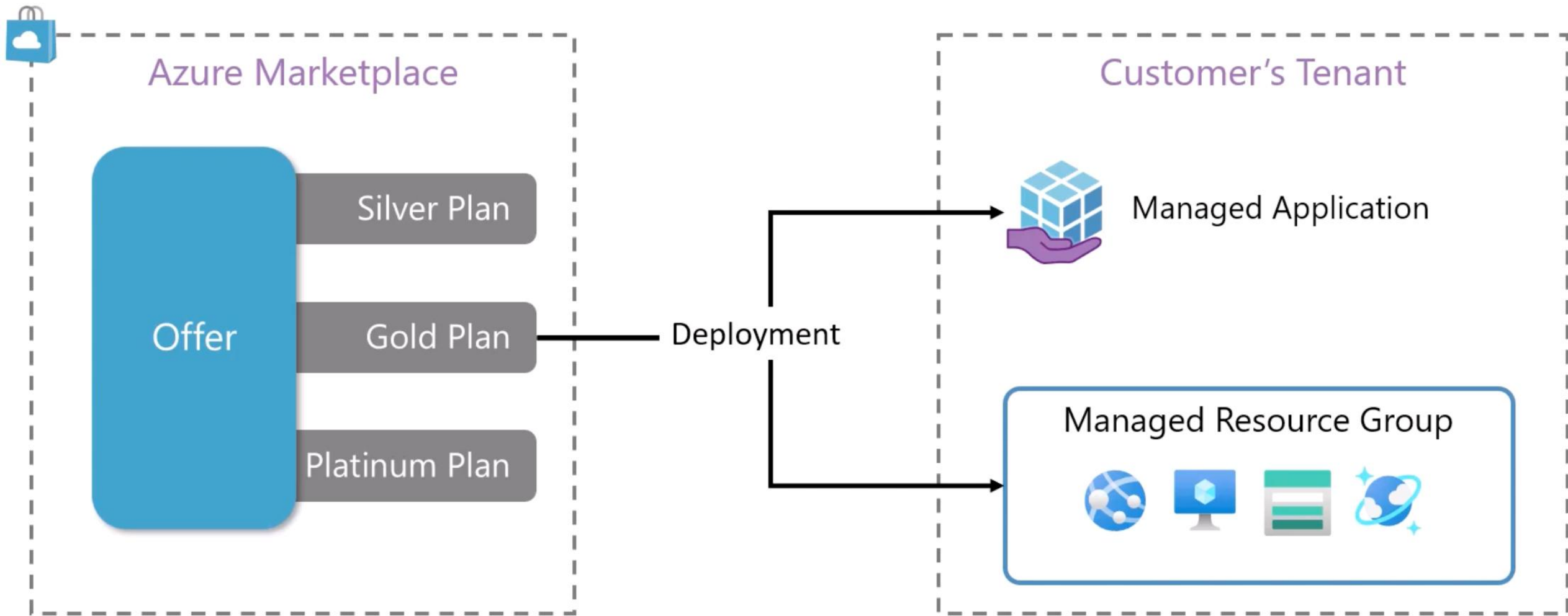
Dynamics 365

Managed service

Microsoft 365

Power BI app

# Azure Application Offer





# Offer contents

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<https://aka.ms/maelements>  
<https://aka.ms/masandbox>  
<https://aka.ms/arm-ttk>



Contains deployment package files such as ARM templates and a UI definition

## Deployment package ZIP file

**mainTemplate.json**  
ARM template

**createUiDefinition.json**  
Deployment UI definition

**viewDefinition.json**  
Managed app UX

**\*.ps1 | \*.sh**  
Deployment scripts

# Demo

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# Access Modes

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**Customer Access to  
Resource Group**

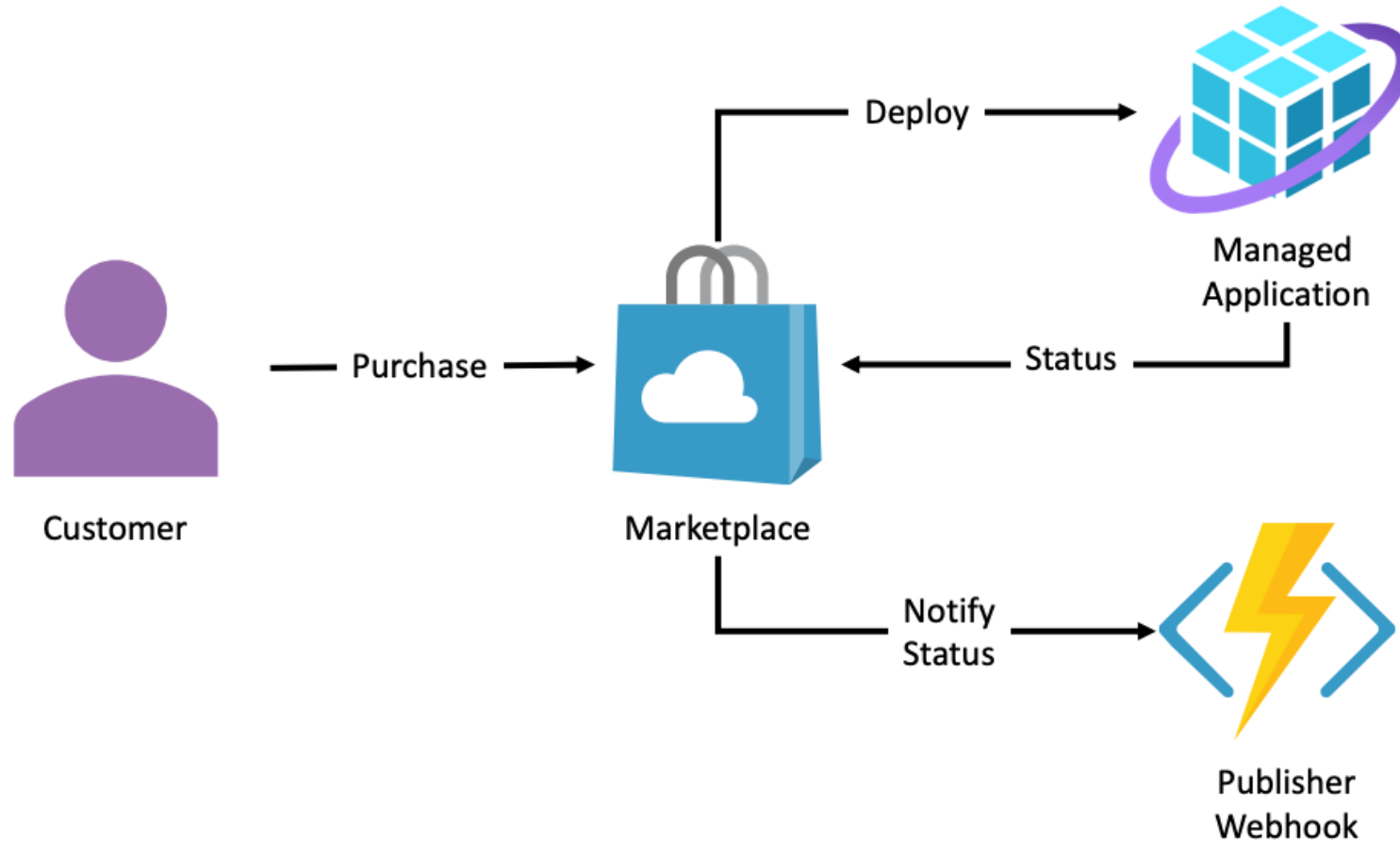
  
**Publisher access to customer  
Azure tenant**

		Enabled	Disabled
Enabled		<p>New</p>  Open App	<p>New</p>  Customer managed App
		 Publisher managed App	<p>New</p>  Locked App
Restricted			



# Managed application webhook

Provides a way to track status on deployment in customer subscriptions



# Webhook endpoint URL

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Microsoft Partner Center

Search

Home > Marketplace offers > Parallels > Plan overview > Subscription

Plan setup

Plan listing

Pricing and availability

Technical configuration

Subscription | Technical configuration

Save draft Compare Review and publish

Published

Package details Previously published packages

Version\* ⓘ  
0.0.4

Review the [Azure templates best practices guide](#) before uploading to expedite certification.

Customer usage attribution ID : [b-partnercenter](#) ⓘ

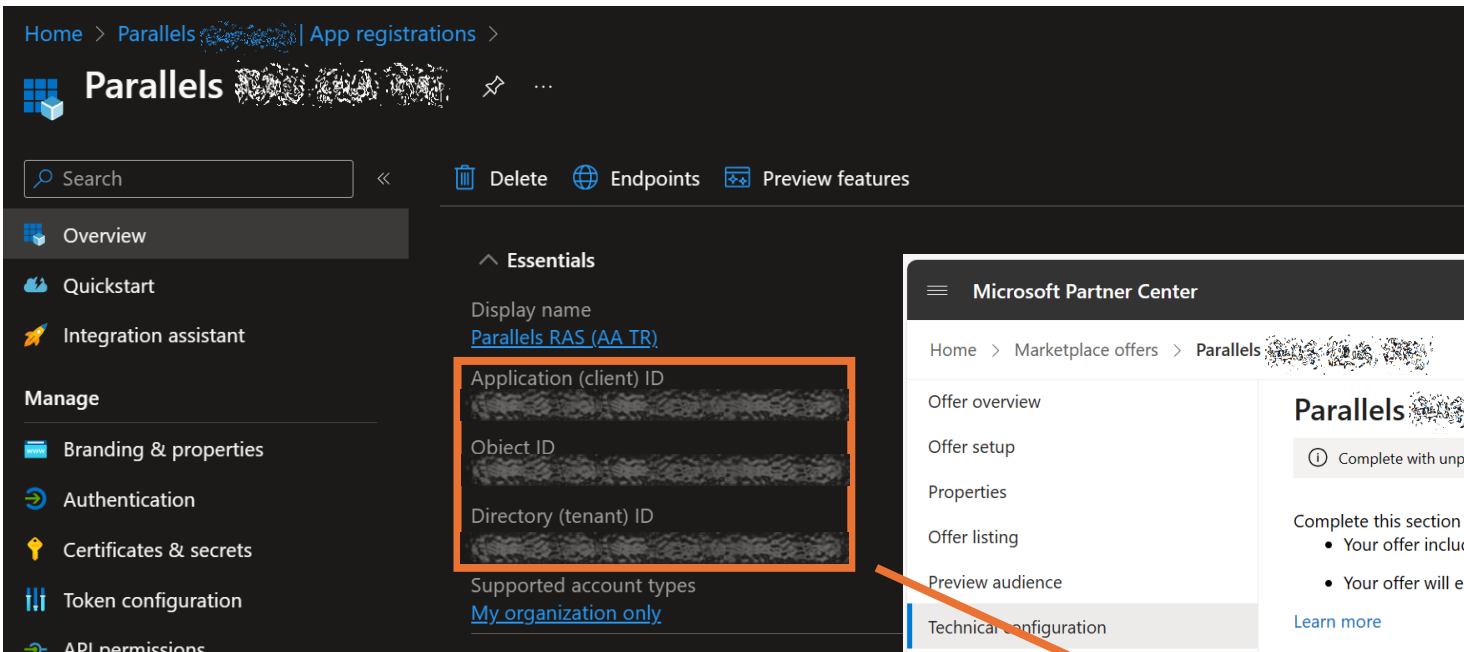
Package file (.zip)\* ⓘ  
0.0.3.zip Remove

Deployment mode\* ⓘ  
☐ Complete  
☒ Incremental

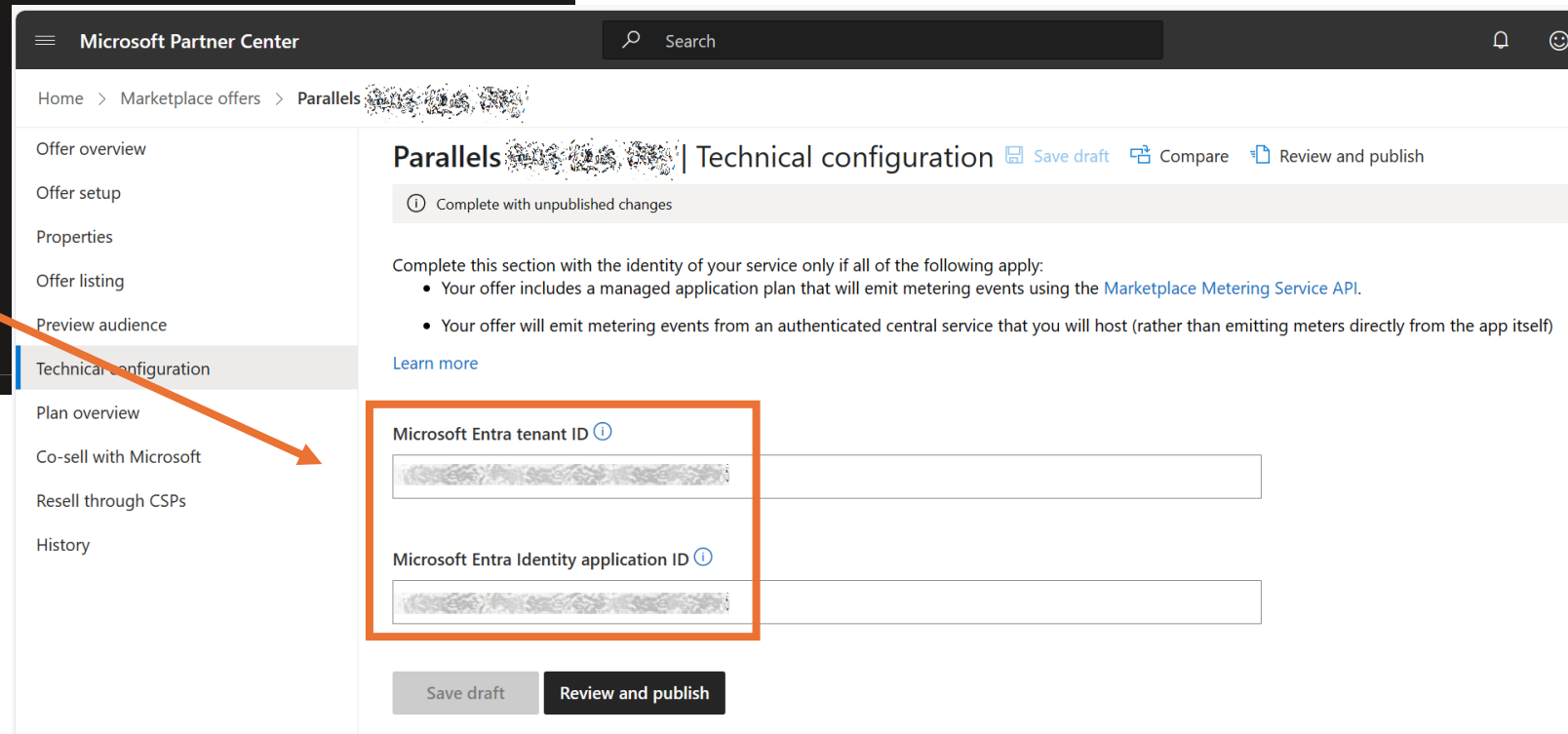
Notification Endpoint URL ⓘ

Specify an HTTPS Webhook endpoint to receive notifications about all CRUD operations on managed application instances of this plan version. [Learn more](#)

# Customer usage attributes



Once you have registered your application, you can programmatically request a Microsoft Entra security token and send usage information incase of Pay-as-you-go.





# Customer usage attributes

The screenshot displays the Microsoft Partner Center interface. The top navigation bar includes the Microsoft Partner Center logo, a search bar, and a breadcrumb trail: Home > Marketplace offers > Parallels Desktop > Plan overview > Subscription. The left sidebar contains links for Plan setup, Plan listing, Pricing and availability, and Technical configuration (which is highlighted). The main content area is titled 'Subscription | Technical configuration' and includes a 'Published' status indicator. It provides instructions on providing a deployment package and configuration, with a link to 'Learn more'. Under 'Configuration options', there is a checkbox for 'Reuse or change technical configuration' and a note about reusing configuration from other plans. The 'Package details' section shows the 'Version' as 0.0.3 and a 'Customer usage attribution ID' highlighted in an orange box: 'pid-63700000-0000-0000-0000-000000000000-partnercenter'. Below this is a 'Package file (.zip)' section with a file named 'v0.0.1.zip' and a 'Remove' button. An orange arrow points from the 'Customer usage attribution ID' to a deployment completion notification on the right. The notification states 'Your deployment is complete' and shows a table of deployment details.

Microsoft Partner Center

Home > Marketplace offers > Parallels Desktop > Plan overview > Subscription

Plan setup  
Plan listing  
Pricing and availability  
Technical configuration

## Subscription | Technical configuration

Published

Provide the deployment package and configuration that will enable customers to deploy your managed deployment. [Learn more](#)

### Configuration options

**Reuse or change technical configuration**

☐ This plan reuses the technical configuration from another plan of the same type. [Learn more about configuration.](#)

[Package details](#) [Previously published packages](#)

Version\* ⓘ  
0.0.3

Review the [Azure templates best practices guide](#) before uploading to expedite certification.

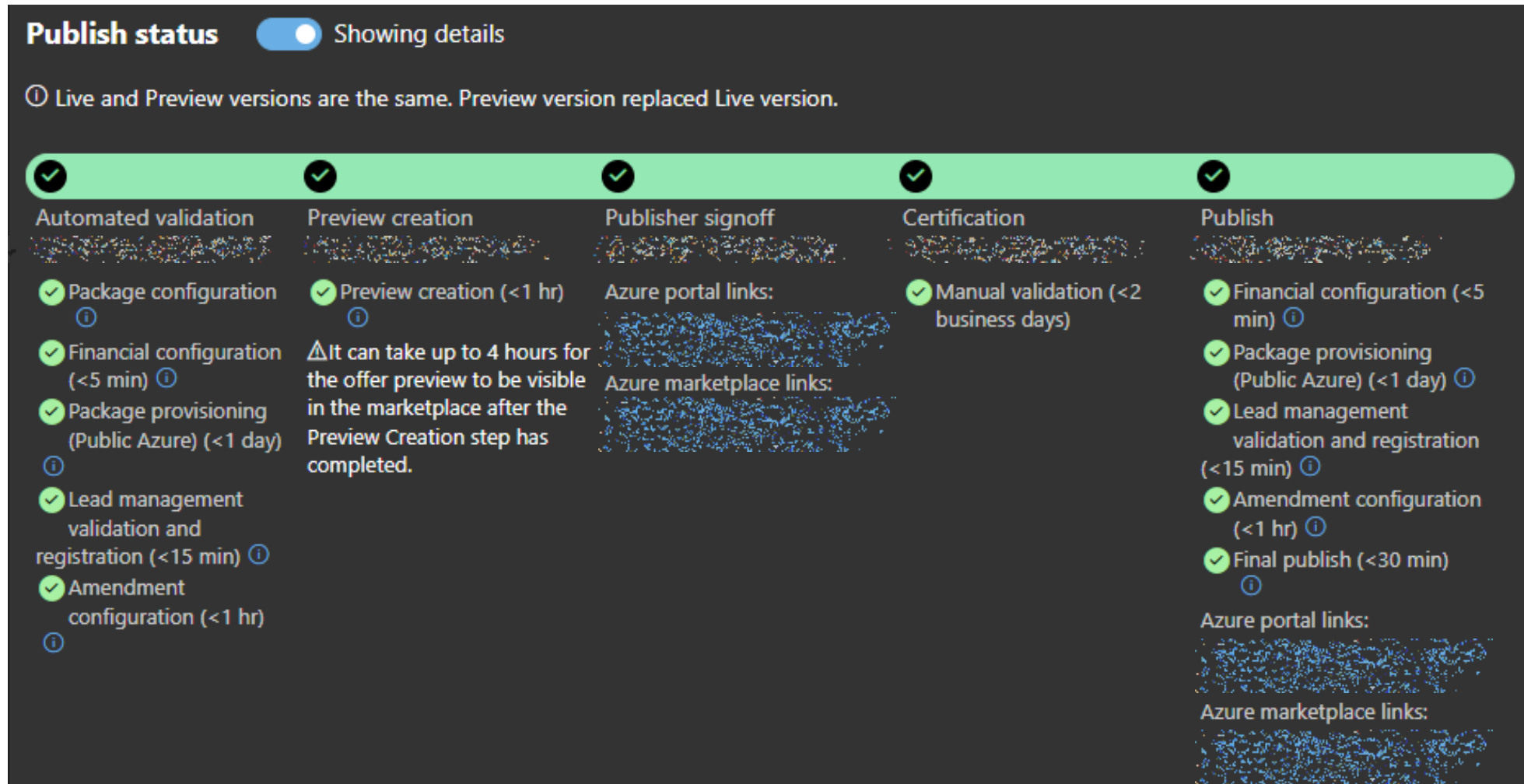
**Customer usage attribution ID :** pid-63700000-0000-0000-0000-000000000000-partnercenter ⓘ

Package file (.zip)\* ⓘ  
[v0.0.1.zip](#) Remove

**Deployment details**

Resource	Type	Status	Operation details
mp-test-vm-app	Virtual machine	OK	<a href="#">Operation details</a>
mp-test-vmnic	Network interface	Created	<a href="#">Operation details</a>
vmVnet	Virtual network	OK	<a href="#">Operation details</a>
ip01IP	Public IP address	OK	<a href="#">Operation details</a>
NSG	Network security group	OK	<a href="#">Operation details</a>
pid-63700000-0000-0000-0000-000000000000-partnercenter	Deployment	OK	<a href="#">Operation details</a>

# Publishing flow











# No Bicep support

[Package details](#) [Previously published packages](#)

Version\* ⓘ

0.0.1

Review the [Azure templates best practices guide](#) before uploading to expedite certification.

Customer usage attribution ID : pid-[REDACTED]-partnercenter ⓘ

Package file (.zip)\* ⓘ

0.0.1.zip Remove

⊗ Package acceptance validation error: AzureApplicationPackageMissingRequiredFiles The package zip file is missing required files 'createUiDefinition.json, mainTemplate.json'. The required file names are case sensitive.





# Language Version 2.0

## ARM Templates

```
//graph API to create app registration
@description('Create a new app registration')
resource appRegistration 'Microsoft.Graph/applications@v1.0' = {
  displayName: appRegistrationName
  uniqueName: appRegistrationName
  passwordCredentials: [
    {
      displayName: 'password'
      endDateTime: '2099-01-01T00:00:00Z'
    }
  ]
}
```

No extensions

No user-defined types

No user-defined functions

...





# No multiple resource groups

Microsoft advise:

*“...Add resources sharing the same lifecycle to the same resource group so you can easily deploy, update, and delete them as a group...”*

**Create UI Definition Sandbox** ...

**Basics** VM Credentials Connection Broker settings Secure Gateway settings Provider settings Man

**Project details**

Select the subscription to manage deployed resources and costs. Use resource groups like folders to organize and manage all your resources.

Subscription \* ⓘ Microsoft Azure Sponsorship ( ... ▼

Resource group \* ⓘ  ▼

Create new

**Instance details**

Region \* ⓘ East US ▼



Test and fail to unsubscribe








You can deprecate (and hide)  
an offer but not remove

+ New offer ▾					
Show/hide products Filter Search by offer a					
Show	Offer alias	Offer ID	Offer type	Last modi ↓	Status
<input checked="" type="checkbox"/>			Azure Virtual Machine		Live
<input checked="" type="checkbox"/>			Software as a Service		Live
<input checked="" type="checkbox"/>			Azure Application		Preview
<input checked="" type="checkbox"/>			Software as a Service		Preview
<input checked="" type="checkbox"/>			Azure Application		Live
<input checked="" type="checkbox"/>			Azure Application		Live
<input type="checkbox"/>			Azure Application		Preview
<input checked="" type="checkbox"/>			Azure Application		Preview
<input type="checkbox"/>			Azure Application		Preview
<input type="checkbox"/>			Azure Application		Preview





# You cannot change 'resell through CSPs' after creation

 | Resell through CSPs  Save draft  Compare

 Published

 Please ensure that the corresponding VMs associated with this offer are also opted in to the CSP channel.

You can expand the reach of your offer by making it available to partners in the Cloud Solution Provider program. Once your offer is live and available to partners in the CSP program to resell, you can incentivize your partners to promote your offer.

Make my offer available for resell to \*

☒ Any partner in the CSP program

☐ Specific partners in the CSP program I select

☐ No partners in the CSP program

Save draft

Review and publish



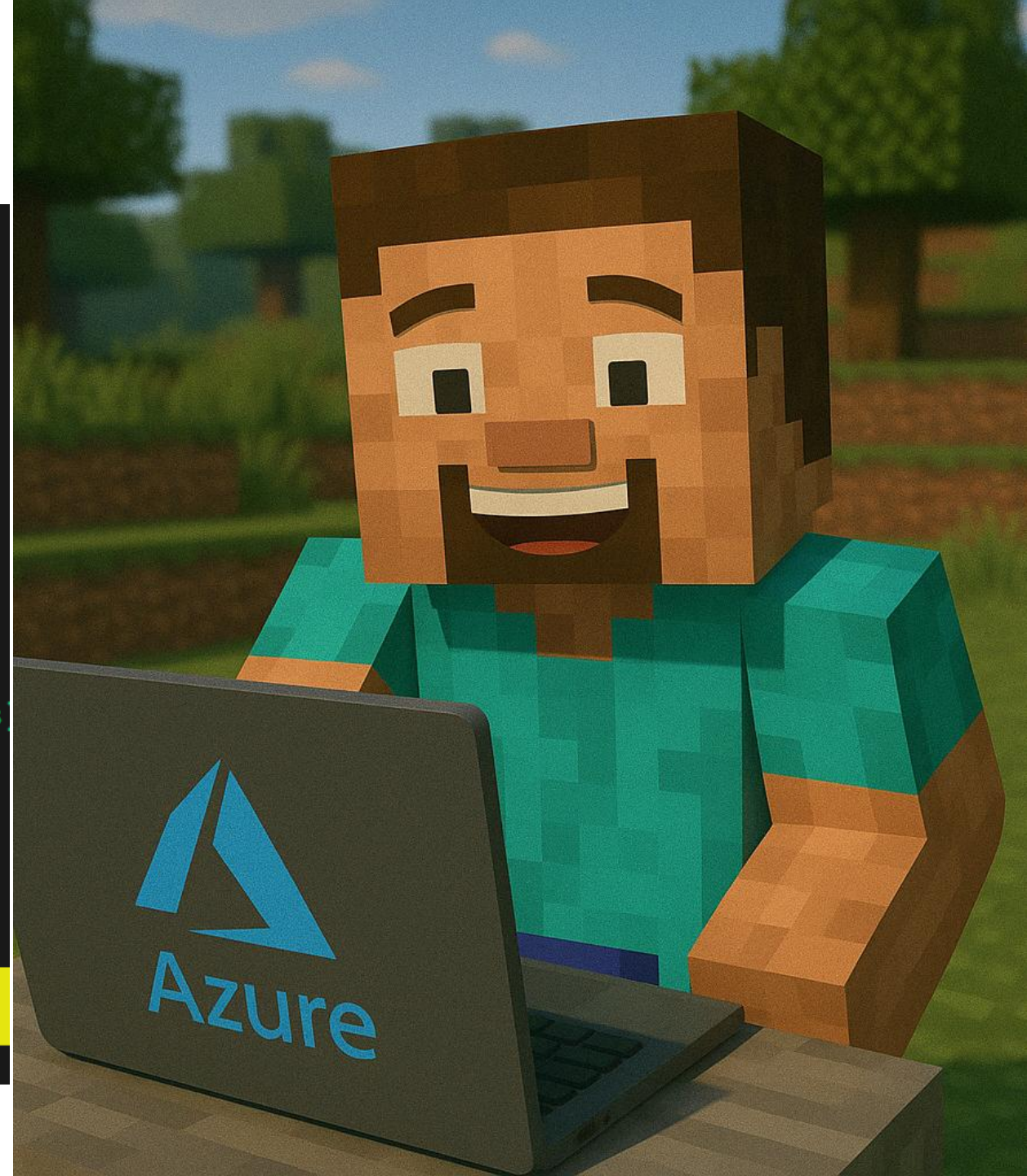


# Test & TTK before upload

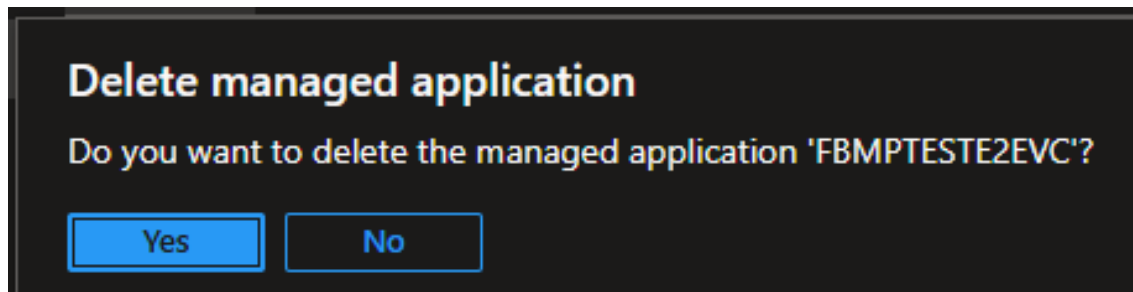
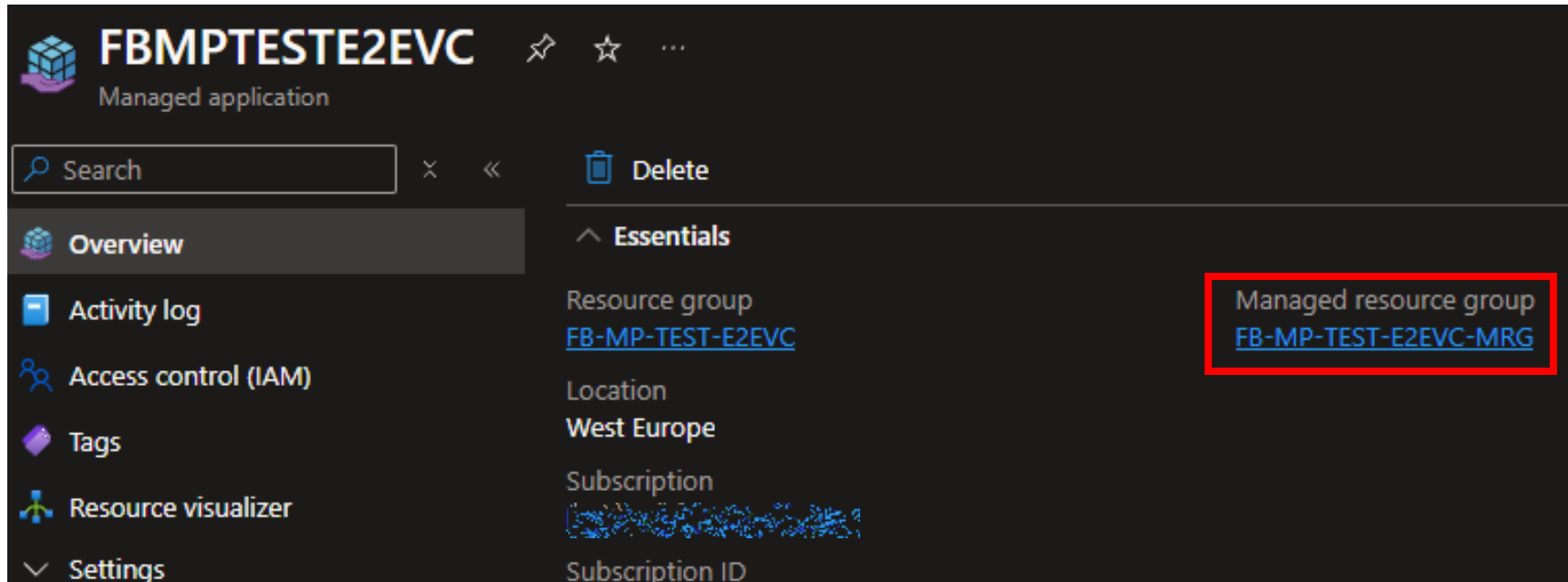
```
Validating 0.0.29\createUiDefinition.json
JSONFiles Should Be Valid
  [+] JSONFiles Should Be Valid (459 ms)
Allowed Values Should Actually Be Allowed
  [+] Allowed Values Should Actually Be Allowed (642 ms)
Controls In Outputs Must Exist
  [+] Controls In Outputs Must Exist (365 ms)
CreateUIDefinition Must Not Have Blanks
  [+] CreateUIDefinition Must Not Have Blanks (279 ms)
CreateUIDefinition Should Have Schema
  [+] CreateUIDefinition Should Have Schema (346 ms)
Credential Confirmation Should Not Be Hidden
  [+] Credential Confirmation Should Not Be Hidden (403 ms)
Handler Must Be Correct
  [+] Handler Must Be Correct (255 ms)
HideExisting Must Be Correctly Handled
  [+] HideExisting Must Be Correctly Handled (408 ms)
Location Should Be In Outputs
  [+] Location Should Be In Outputs (208 ms)
```

```
Validating Templates [0.0.29
```

```
Checking Controls vmOSSG [
```



# Removal of Managed App causes full removal





# The method of three Ds

- Develop
- Deploy
- reDeploy (for the 5<sup>th</sup> time this week )





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