

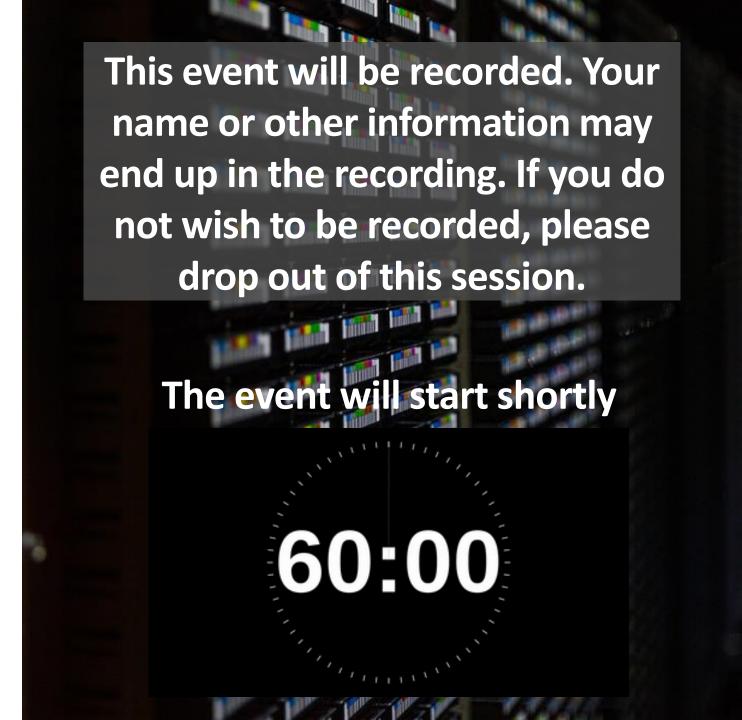


Welcome to the

SaaS Lab Program

Session 9

Azure Marketplace



Hello, meet your session presenter



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APAC Azure Marketplace Champ
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m/miguelarcilla



Bringing your IP to the Azure Marketplace





FORRESTER®

67%

of business buyers would prefer to gather their own information online and not interact with a sales rep

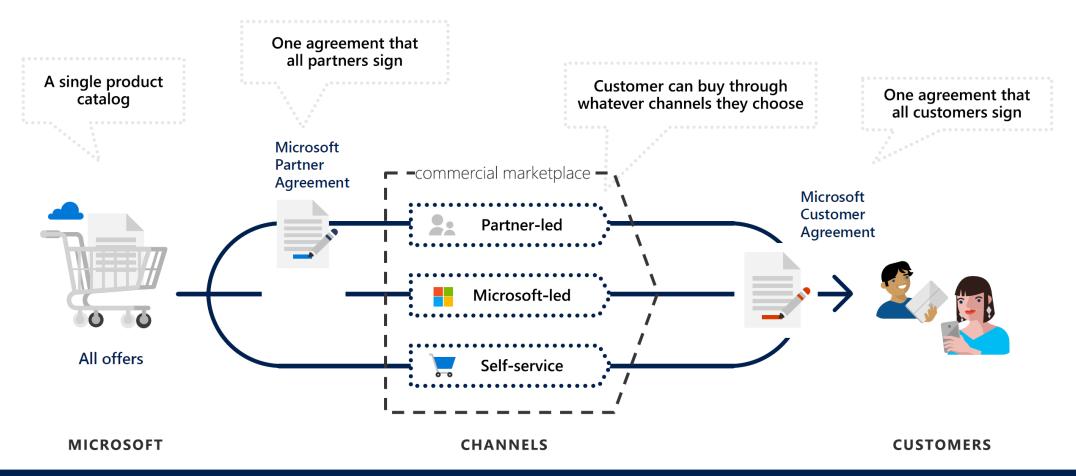


Due to the world's changing environment,

IT purchase influencers are increasing usage of online marketplaces by 26% preceded by cloud service providers by 36%

Microsoft Customer and Partner Agreements

Simplifying Microsoft's commercial relationships to boost Digital Transformation



Microsoft's trusted cloud plus innovative solutions certified for compatibility Flexible engagement and discovery channels to meet purchasing preferences

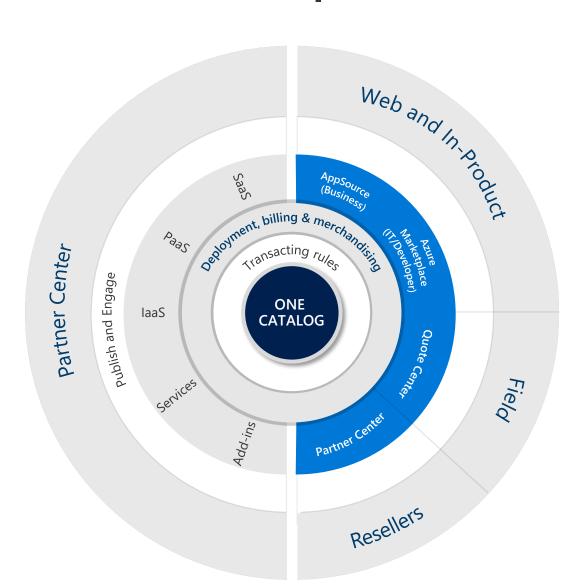
A single procurement agreement with consolidated billing and subscription management

Microsoft Commercial Marketplace

PUBLISHERS

Benefits

- Expand your reach
- Extend to new channels
- Accelerate your business with GTM benefits and rewards

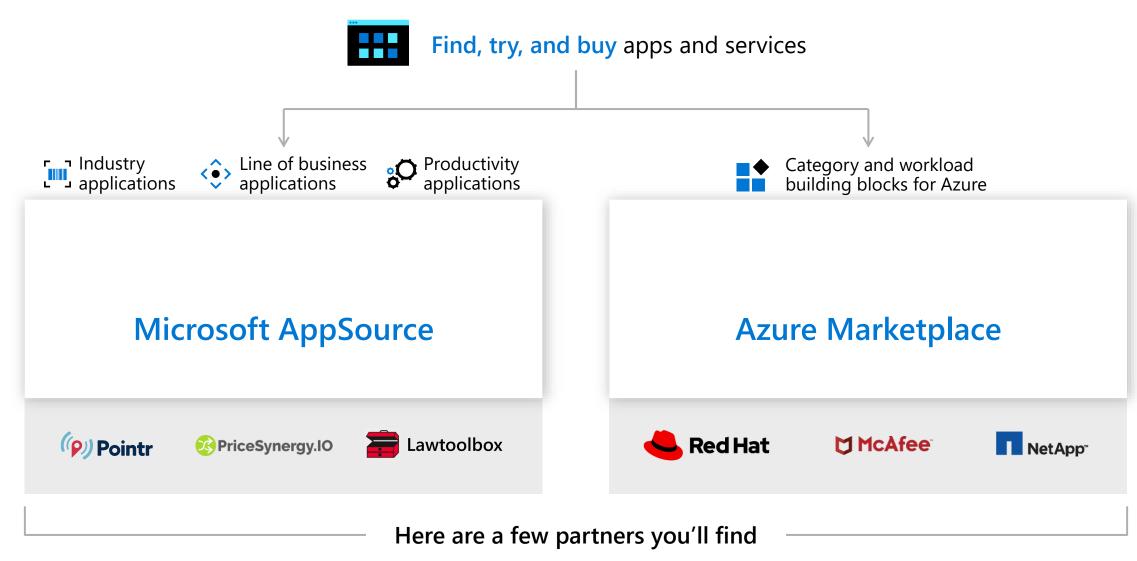


BUYERS

Benefits

- Rapid solution discovery
- Immediate deployment
- Consolidated billing

Microsoft AppSource and Azure Marketplace is the connecting engine to thousands of vendors

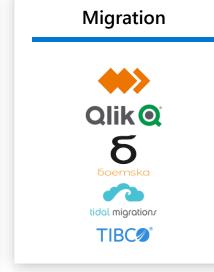


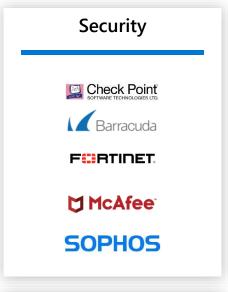
Apps in key categories and industries





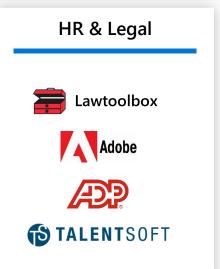




















Find and Try Confidently

Self-service discovery provides on-demand across 11K+ vendors

Range of solutions gives you options across 27K+ apps

Consulting Services offers 7K+ services or project experts



Buy and Deploy Seamlessly

Flexible deployment models gives a variety of pricing options

Consolidated billing shows purchases with Azure services in one bill

Cost management offers controls to define and manage budgets



Be Agile and Scale Quickly

Bring your own Software license offers faster deployment with provisioningStandard contracts streamline the legal procurement cyclePrivate Azure Marketplace pre-approves apps to purchase company wide

Take business to the next level with marketplace







Expand reach

Extend to new channels

Accelerate business



Reach billions of Microsoft cloud customers



Activate over tens of thousands of global reseller partners



Engage with Microsoft's global sales teams in joint selling and lead generation



Gain exposure via online marketplaces with over 3M unique impressions a month



Add product to the Microsoft pricelist



Shorten customer deployment cycles



Sell to over 140 geographies

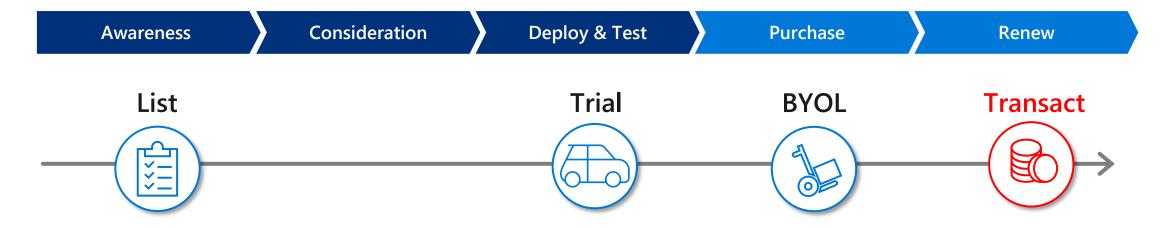


Simplify customer purchasing and billing



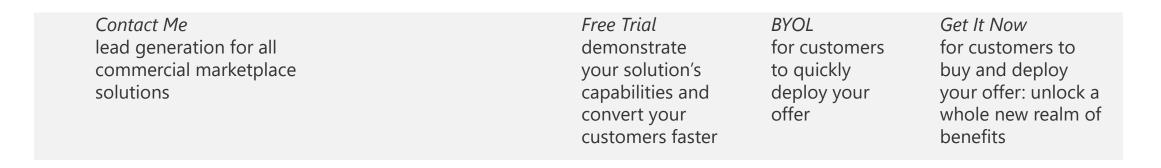
Earn GTM benefits & rewards

The partner Marketplace journey



• 33% of users start with a general web search before arriving to the commercial marketplace

• 27% of in-marketplace searches are filtered for offers with a trial



Pre-requisites to building your offer









Go To Market Strategy

- Pricing and monetization
- Target audience
- Sales model

Marketing Assets

- Naming, branding, and messaging
- Offer description and value prop
- Documents and videos

Product Assets

- URL and webhook for provisioning
- Technical package for deployment
- CRM integration for lead routing

Publisher Account

- Work account (Azure Active Directory)
- Microsoft Partner Network ID
- Tax and payout information

Microsoft commercial marketplace product types

	Virtual Machine	Azure Apps (Multi-VM)	Container Image	IOT Edge Module	Managed Services	Consulting Services	SaaS App	Office 365 Add-in	Dynamics 365 Add-in	PowerApps
List (Contact)							~	\		\
List (Trial)							~	\		\
Free							~			
BYOL	~	~								
Transact	~	~	Coming Soon				~	Co	oming So	on



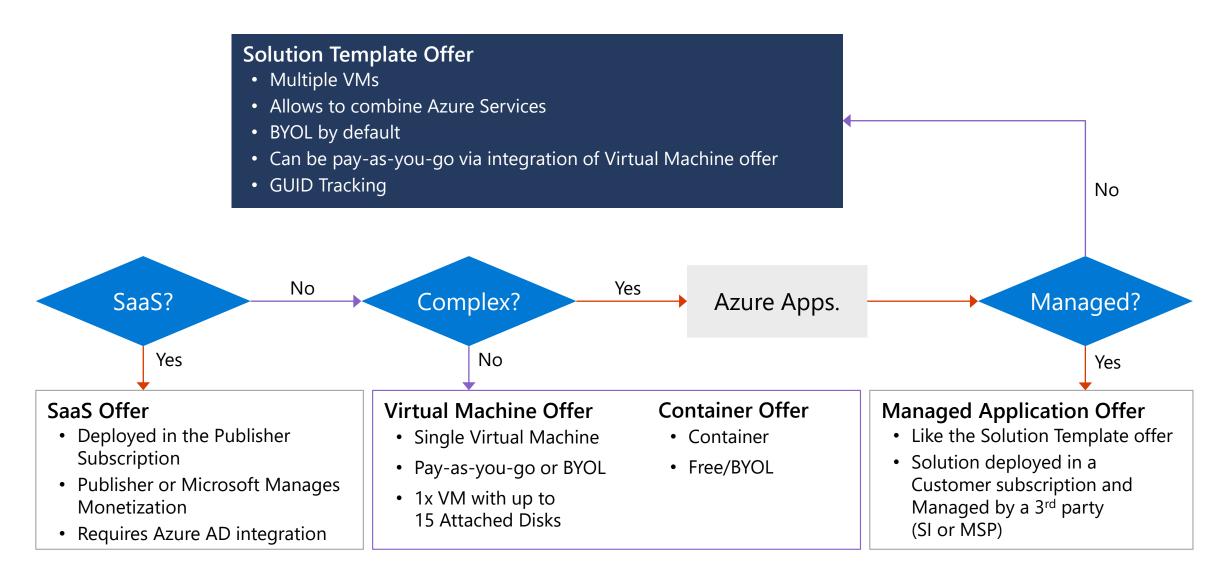




Transactable Offerings

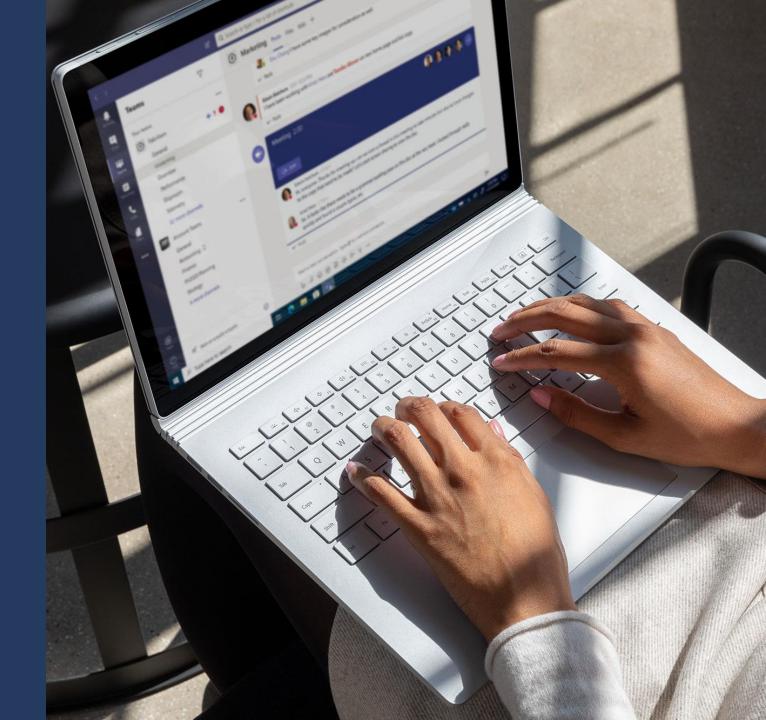
	Virtual Machines	Azure Apps ⇔	SaaS Apps
Duration	Monthly	Monthly	Monthly or Annual
\$ Pricing	Consumption per core/per hour	Leverage VM pricing Managed Apps only: Flat rate	Flat-rate Per-user Consumption-based
Trials (optional)	1-month or 3-months	Leverages VM pricing	ISV led: Variable Sell through Microsoft: 1-month

Determine your Transactable Offer

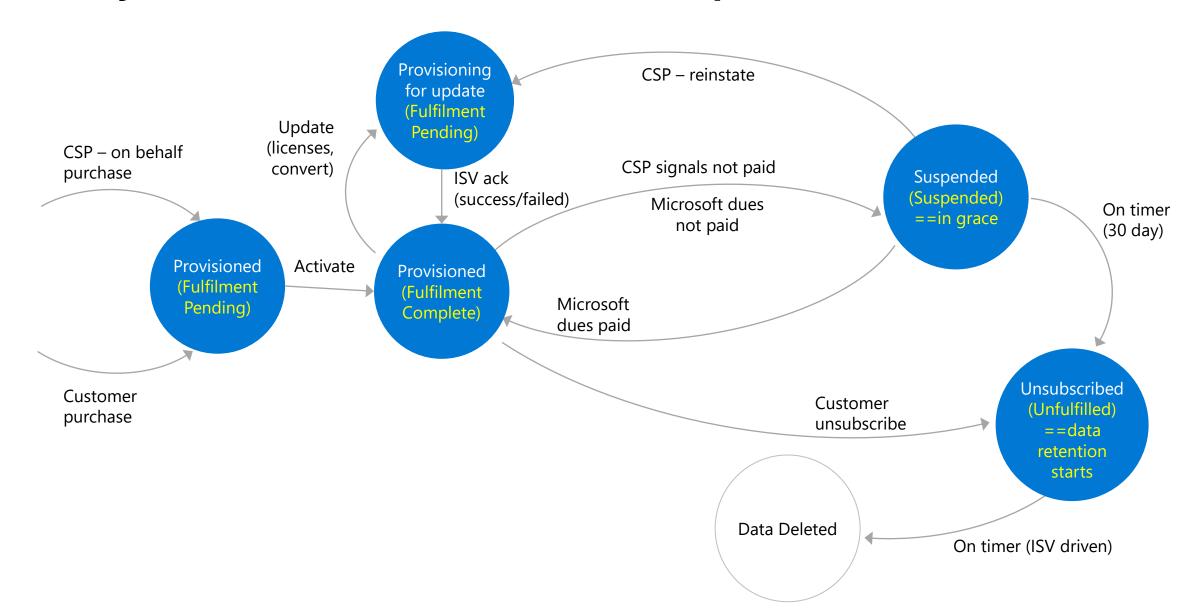




SaaS Applications



Lifecycle of an AMP SaaS Subscription



SaaS Subscription's States

State	Description
Provisioning	Provisioning of the SaaS Subscription
Provisioned	This is the steady state of a provisioned service
Provisioning for Update	 Provisioning of the SaaS Subscription Update (Up a plan, Down a Plan). Two calls: Microsoft initiates the call ISV initiates the call
Suspended	This state is used to indicate that a customer's due payment has not been received
Unsubscribed	This state is used to indicate that a customer request the subscription to be suspended or that the account has been unsubscribed because they have not payed their dues
Data Deleted	Customer data is deleted after a data retention time has expired

SaaS offer Pricing Options: Per Month/Year

Pricing Option	Description	Example Plans for an Offer
Flat Rate – Monthly	Monthly Flat Rate, Multiple Plans Allowed	 Plan 1 – Basic \$6/month Plan 2 – Premium \$10/month
Flat Rate – Yearly	Yearly Flat Rate, Multiple Plans Allowed	 Plan 1 – Basic \$72/Year Plan 2 – Premium \$1200/month
Seat Based (Monthly/Annual)	(NEW) Seat Base Billing, Multiple Plans Allowed. Can be Per Month or Per Year	 Plan 1 – Basic \$6/month/Seat Plan 2 – Premium \$1200/Year/Seat
Combination of Billing Terms	For a Single Plan, you can combine the billing Terms (Monthly, Annual)	 Plan 1 – Basic: \$6/Month \$50/Year (- \$22 discount) Plan 2 – Premium: \$10/Month \$1000/Year (- \$200 discount)

SaaS offer Pricing Options: Volume Licensing and Limits

Seat Base Billing, multiple SKU (Plans) Allowed. Can be Per Month or Per Year

Pricing Option	Description	Example Plans for an Offer		
Without Upper Limit	Per seat pricing without any upper limits. Per Seat pricing remains the same independently of how many seats are purchased.	 Plan 1 – Basic \$6/month/Seat Plan 2 – Premium \$1200/month/Seat 		
Same Upper Limit	Per seat pricing with the same upper limits. Per Seat pricing remains the same independently of the seats purchased.	 Plan 1 – Max1000 Plan MAX 1000 Seats \$6/month/Seat 		
Discount based on Seat Volume	Tiered Per seat pricing. Pricing changes based on number of the seats purchased.	 Plan 1 – 0-100 Seats \$10/month/Seat Plan 2 – 101-200 Seats \$8/month/Seat Plan 3 – 201-300 Seats \$6/month/Seat 		

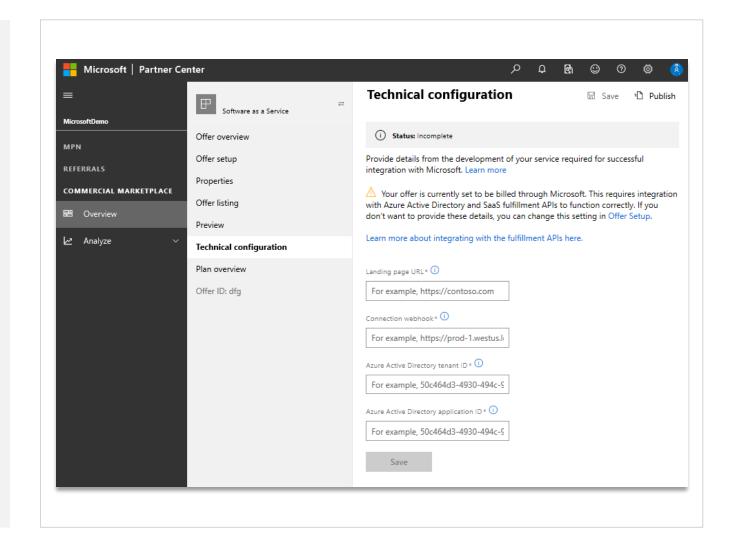
NOTE: Limitation – The Plan Conversion in the Discount Based on Seat Volume is not supported.

SaaS offer Pricing Options: Metered

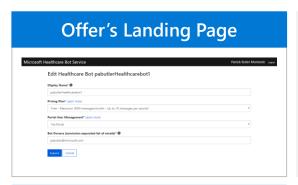
Pricing Option	Description	Example Plans for an Offer		
Variable	Consumption based on variable usage.	 Plan A – Number of Transactions \$0.12/transaction 		
Fix + Variable	Consumption based on a fix amount, plus variable usage.	 Plan B – Basic \$25/Month (2000 transactions included) + \$0.10/transaction 		
Multi-Dimension	Consumption based on multiple dimensions. Up to 10 dimensions allowed.	 Plan C – Basic (Picture Send/Picture Received/Bandwidth(Mb)) D1 – Picture Send \$0.10/unit D2 – Picture Received \$0.12/unit D3 – Per Megabit Send \$0.25/unit 		
Multi-Dimension Fix + Variable	Combination of a fixed price and multi- dimension based consumption	 Plan D – Basic \$10/Month (1000 Pictures Send/Received and 100 Megabits) + Picture Send/Picture Received/ Bandwidth(Mb) – D1 – Picture Send \$0.10/unit – D2 – Picture Received \$0.12/unit – D3 – Per Megabit Send \$0.25/unit 		

SaaS Offer Technical Requirements (Sell Through MS)

- Preview Information
- Landing Page URL
- Integrate with Azure AD
- Register SaaS App. with Azure AD
- SaaS App. integrates with Marketplace Billing API

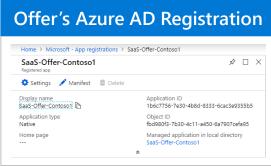


SaaS Offer Requirements: Partner's Registration Service



Offer's Landing Page

Landing Page to send customers to register for the service and complete the service configuration



Azure AD Registration (Azure Portal)

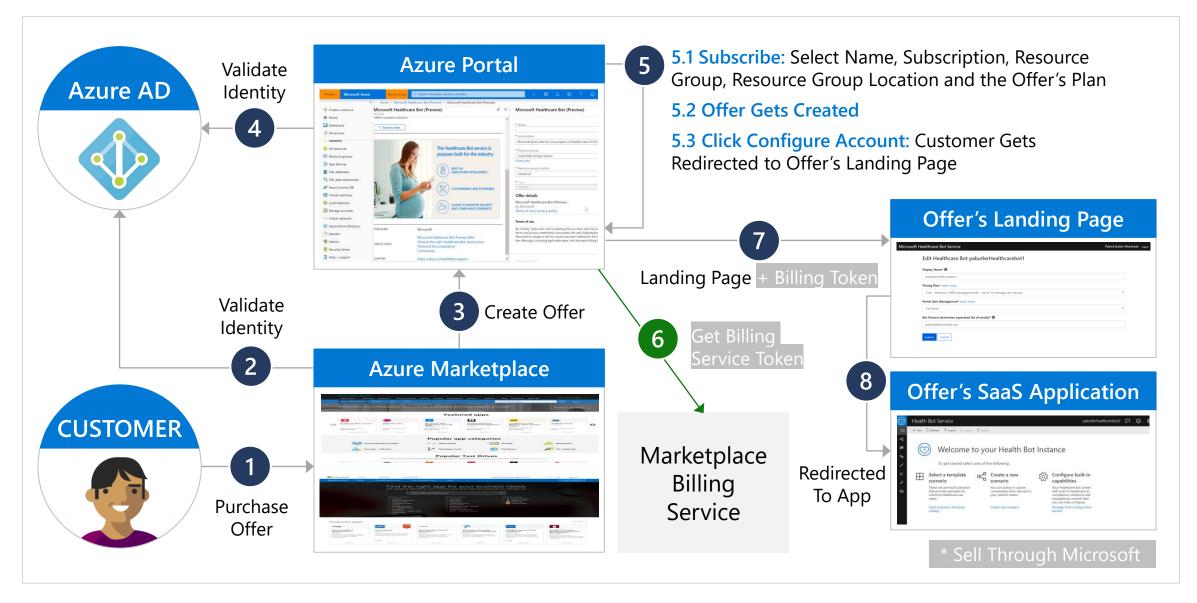
The SaaS offer needs to be registered with Azure AD in advance to authenticate against the Marketplace billing API. Use the Azure AD TenantID + AppID to Generate the JWT token to Authenticate the SaaS App when calling the Billing API



Implement the Marketplace Billing API & a Webhook

Implement the Marketplace Billing API Calls and a Webhook service to respond to Marketplace Notification (Actions to Notify the SaaS Offer. Need to Provide a Webhook endpoint

End Customer SaaS Offer Purchase Experience Billing



SaaS Billing API Operations

Operation	Description
Resolve Subscription	POST Action to Resolve endpoint allows users to resolve a token to a persistent Resource ID
Activate Subscription	POST action on ACTIVATE the billing for the Submitted SaaS Subscription with the Plan
Convert/Change Plan Endpoint	The change endpoint allows the user to convert their currently subscribed plan to a new plan
Delete Subscription	The Delete action on the subscribe endpoint allows a user to delete a subscription with a given ID
Get Operation Status	This endpoint allows user to track the status of a triggered async operation (Subscribe/Unsubscribe/Convert/Change plan)
Get Subscription	The Get action on subscribe endpoint allows a user to retrieve a subscription with a given resource identifier
Get Subscriptions	The Get action on subscriptions endpoint allows a user to retrieve all subscriptions for all the offers from the ISV

Implementing the Offer's Webhook

Webhook Payload from Partner Center to the Offer's defined Webhook

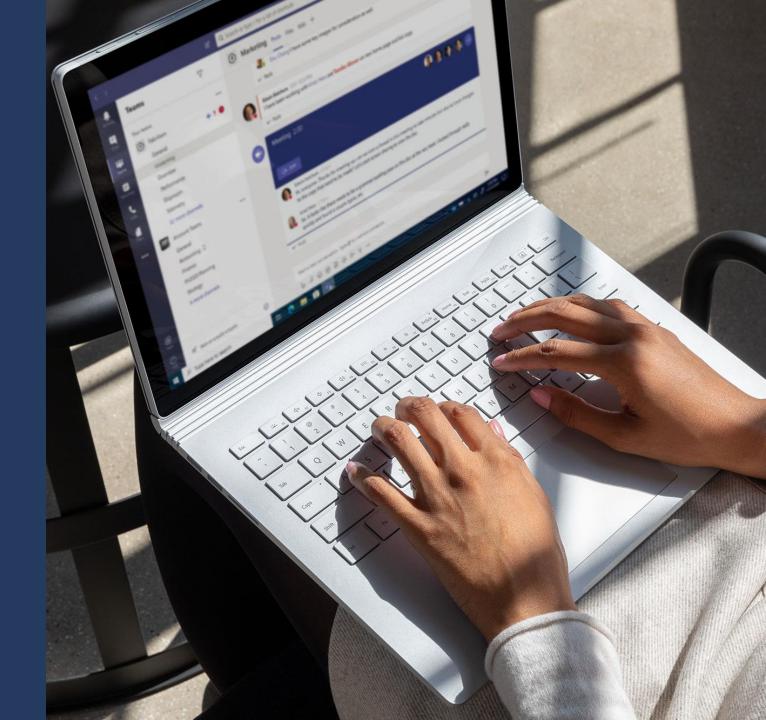
```
"id": "<this is a GUID operation id, you can call operations API with this to get status>",
"activityId": "<this is a Guid correlation id>",
"subscriptionId": "<Guid to uniquely identify this resource>",
"publisherId": "<this is the publisher's name>",
"offerId": "<this is the offer name>",
"planId": "<this is the plan id>",
"quantity": "<the number of seats, will be null if not per-seat saas offer>",
"timeStamp": "2019-04-15T20:17:31.7350641Z",
"action": "Unsubscribe",
"status": "NotStarted"
```

https://docs.microsoft.com/en-us/azure/marketplace/partner-center-portal/pc-saas-fulfillment-api-v2#implementing-a-webhook-on-the-saas-service



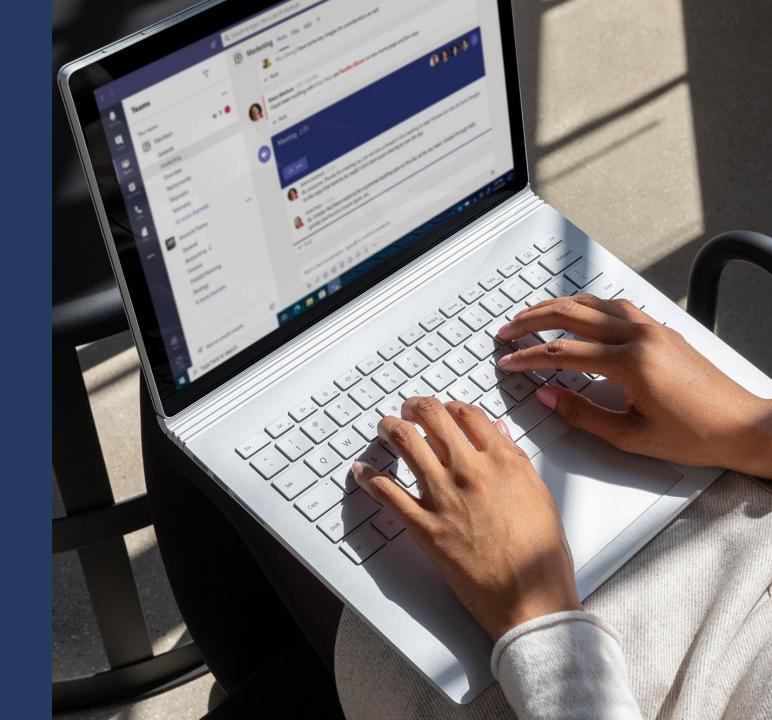
SaaS Applications Demo

Partner: Miguel's Company





Virtual Machines



Creating the VM Technical Assets

Building the VM Image

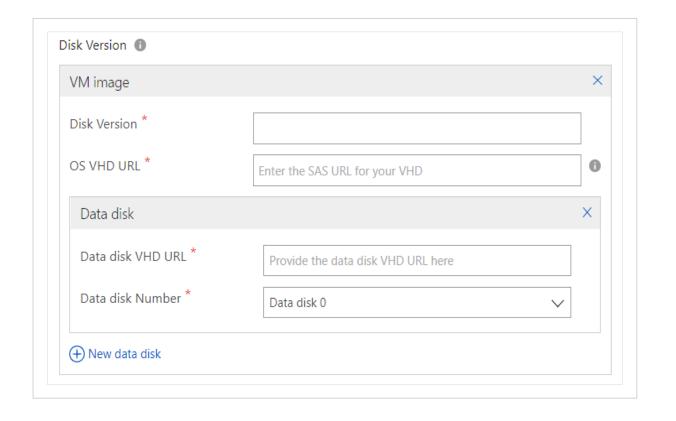
Build the VM Image that will be used as a base for the Offer. You can use an MS Stock image or build your own custom image

Open Ports

Define the Open Ports you want to have in the Offer

(Optional) Data Disk Images

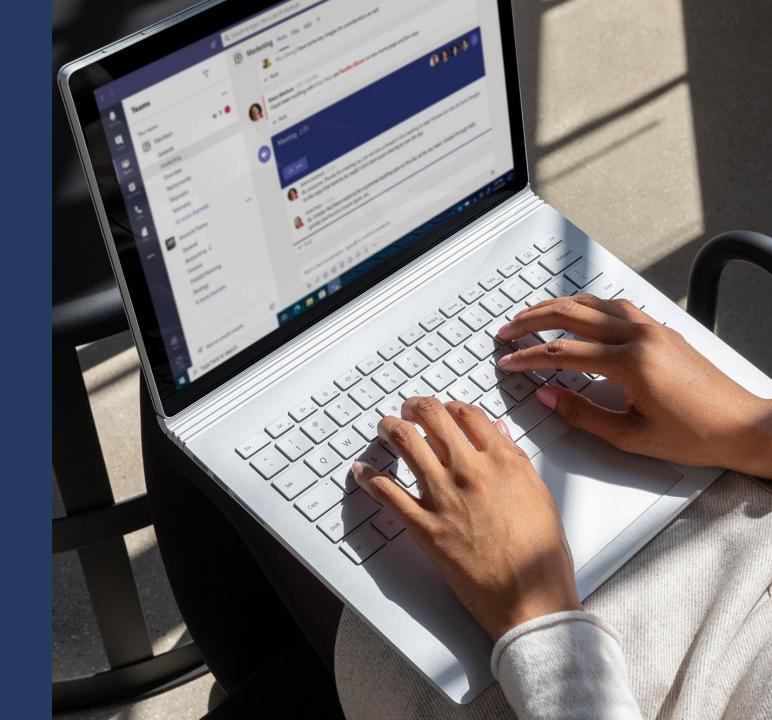
For each VM, you can attach up to fifteen (15) Data disks





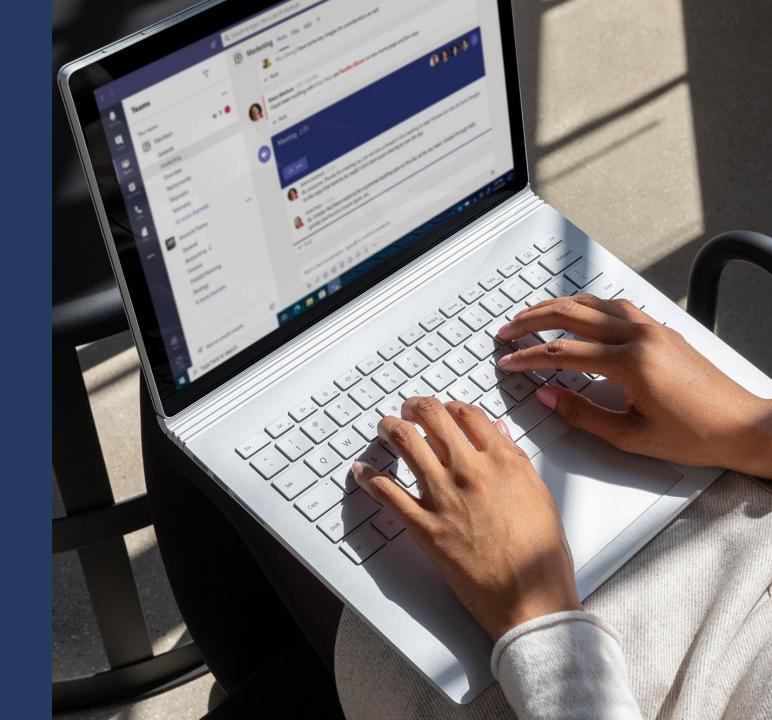
Virtual Machines Demo

Partner: Miguel's Company

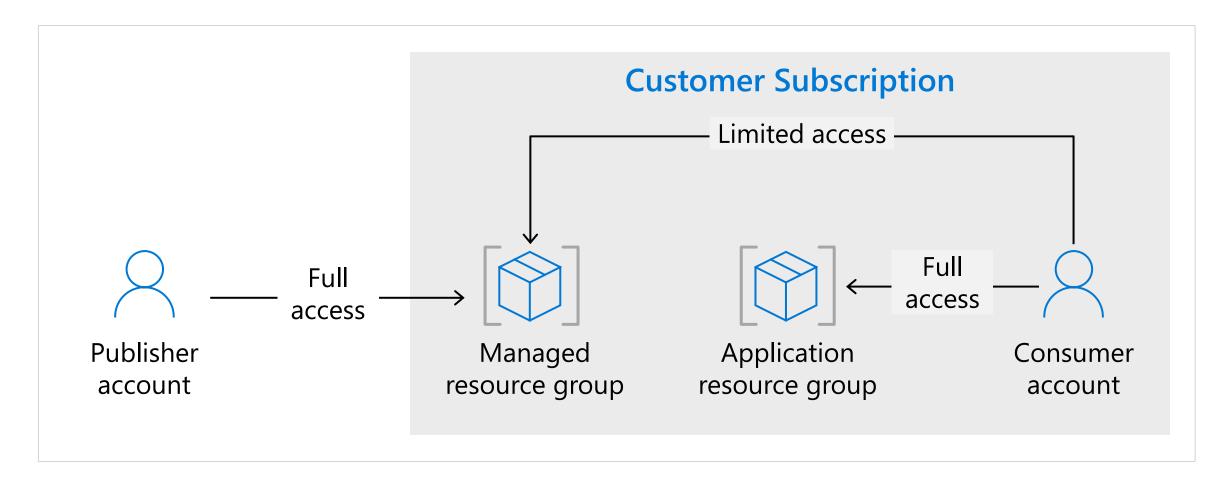




Managed Applications



Azure Apps – Managed Application Architecture



https://docs.microsoft.com/en-us/azure/managed-applications/overview

Azure Apps - Solution Template Offer

User Interface (CreateUiDefinition)

This is where all the detail and information about the offer you need from the customer is defined

Deployment Template (Azure Resource Manager Template)

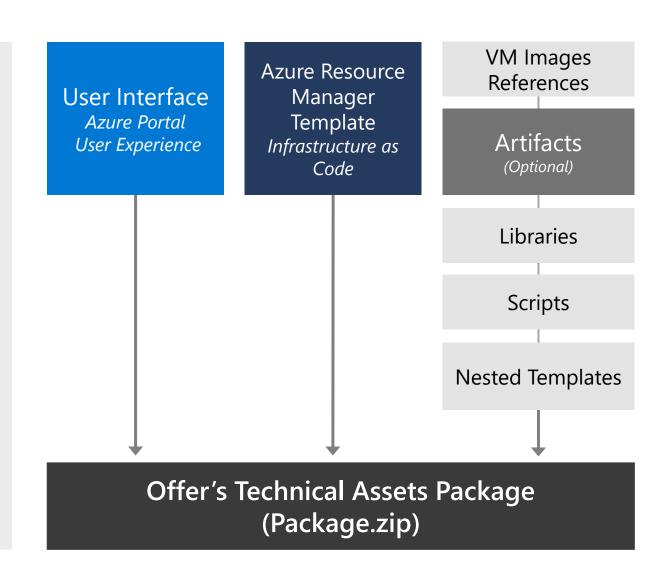
This is where we define the Azure Infrastructure that will support the Offer

(Optional) Artifacts

The offer may have a need to include configuration scripts, libraries and runtimes

(Optional) Artifacts – VM Images

Custom VM images can be build using the VM Offer and then utilize in Azure App templates (solution templates and managed applications)



Building the Offer's package



Minimum Requirements:

- mainTemplate.json
- createUiDefinition.json



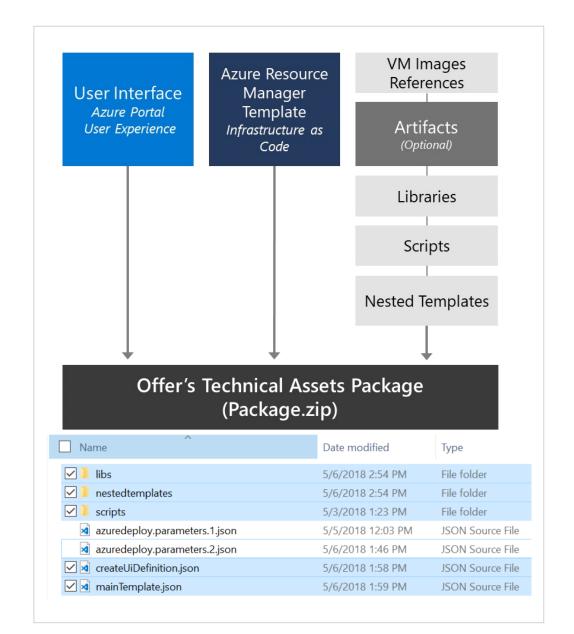
Other Artifacts:

- Installation and Configuration Scripts
- Libraries, middle tier code needed
- Mitigation of Resource Manager Template complexity by using Nested Templates



What not to include:

- Parameter Files
- Passwords & SSH Keys
- SSL Certificates
- Casing on the File Names (case Sensitive)
- (Mac OSX) Zip File Artifacts



Building Azure Apps – Solution Templates with the Azure Resource Manager (ARM)



Azure Marketplace supports most of the 200+ Azure Services

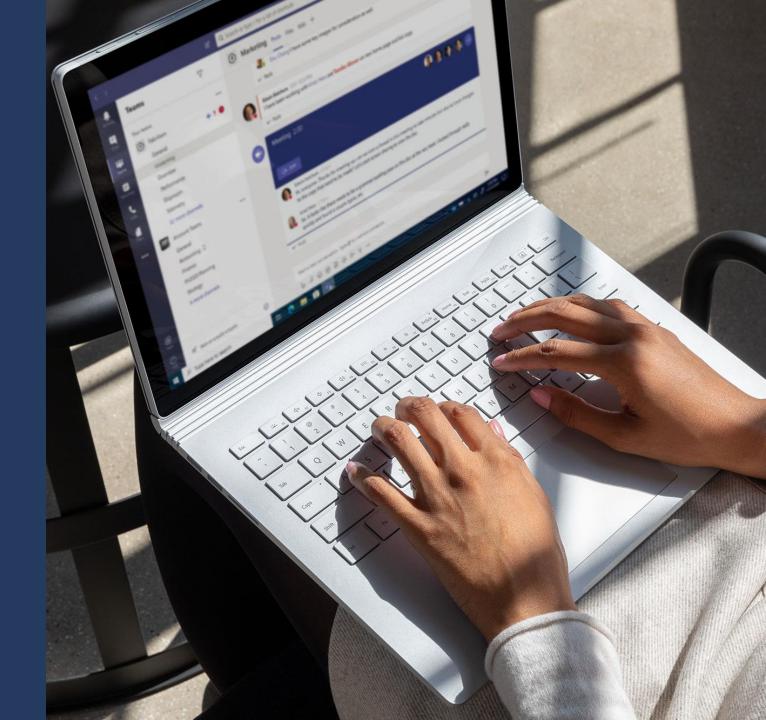
Azure QuickStart Templates provide more than 600+ examples that you can use as a base to build your Offer

https://github.com/Azure/azure-quickstart-templates



Managed Applications Demo

Partner: Miguel's Company





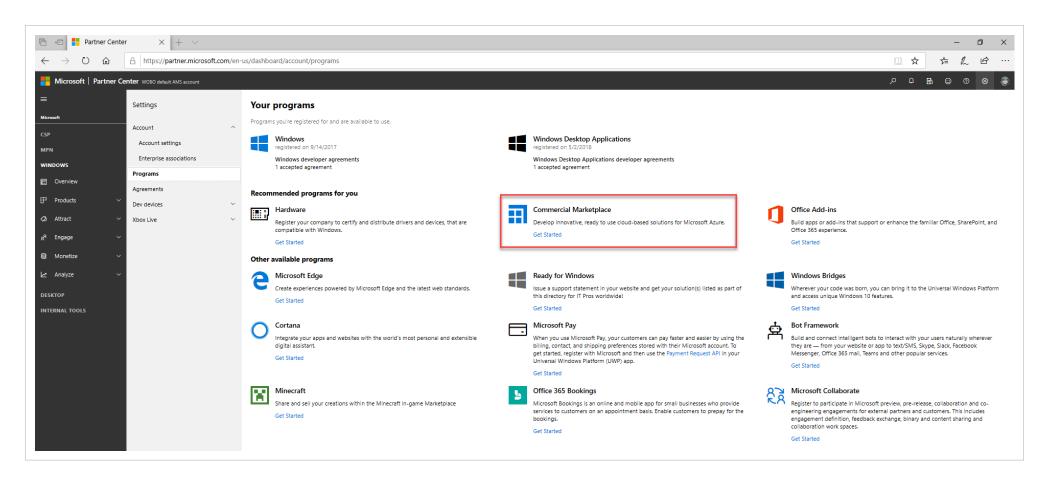
References, Tools, Appendices



Sign Up

https://aka.ms/ joinmarketplace

Join "commercial marketplace" program in Partner Center



Azure Marketplace Offers and Assets

Offer Types	Marketing Assets	Lead Management	Legal Documents	Publishing SLA	Support Information	Technical Assets	Technical Requirements
Virtual Machines	Offer Images/Icons Offer Description Offer Category/SEO Offer Documentation (Videos and Docs.)	Define how do you want to manage the offer leads: Table Storage Dynamics CRM Online HTTPS endpoint Marketo Salesforce	Privacy Policy Terms of Use	11.5 Days	Engineering Contacts Customer Support Support URLs	Virtual Hard Disk (VHD)	Virtual Machine VHD
Azure Apps (Solution Template)				2.5 days + 7-14 days MS Review (Manual Process)		ARM Template UI Definition File Resources (libraries, scripts, runtimes, etc)	ARM Template UI Definition File
Azure Apps (Managed Apps)							ARM Template UI Definition File Security Principal to Manage the Offer
Azure Apps (HDInsight)							ARM Template UI Definition File
SaaS Apps				6.5 Days + (2-3 Weeks Billing API)		Free/Trial: None Transact: Billing API	Integration with Azure Active Directory
Containers				6.5 Days		Container	Container Image Azure Container Registry (ACR) Credentials
loT Edge Modules				6.5 Days		Container	Container Image Azure Container Registry (ACR) Credentials

Transact Listing Milestones

SaaS Listings

- 1. "Preview Creation" Stage listing in Partner Center
- 2. AAD SSO Integration with SaaS Application
- 3. Fulfillment API v2 Integration with SaaS Application
- 4. (Optional) Metering API Integration with SaaS Application
- Live Test and Publish!

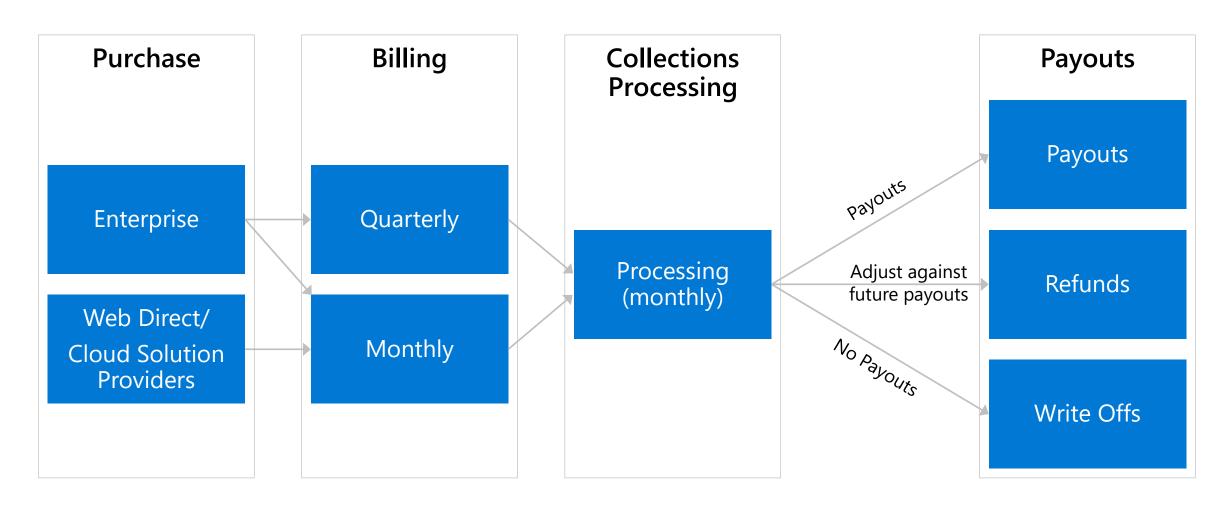
VM Listings

- 1. "Preview Creation" Stage listing in Partner Center
- 2. Finalize initial VHD file and versioning Workflow
- Live Test and Publish!

Managed App Listings

- 1. "Preview Creation" Stage listing in Partner Center
- 2. Finalize initial Solution Template and versioning Workflow
- 3. (Optional) Metering API Integration with Solution Template
- 4. Live Test and Publish!

Payouts – What's involved



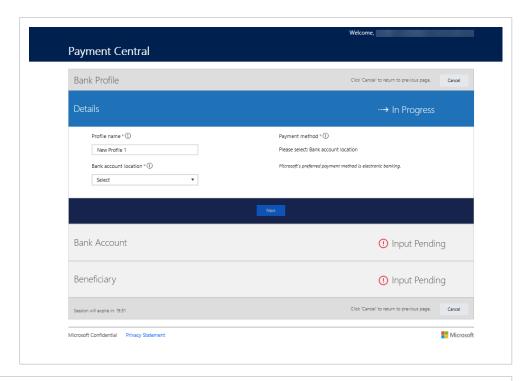
Payouts

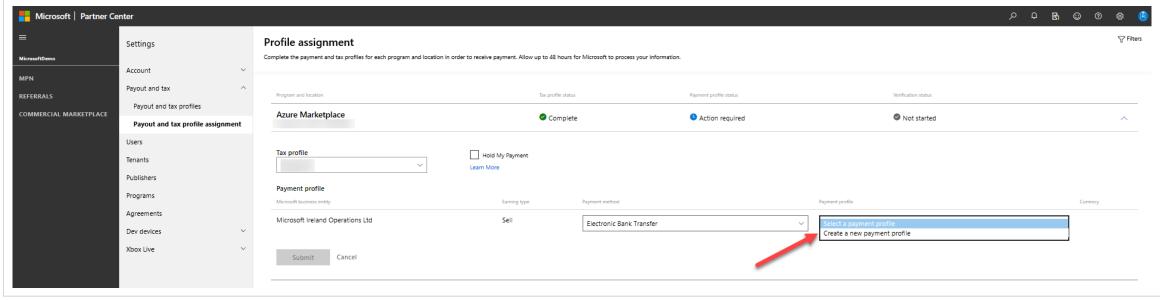
Bank account

Wire transfer

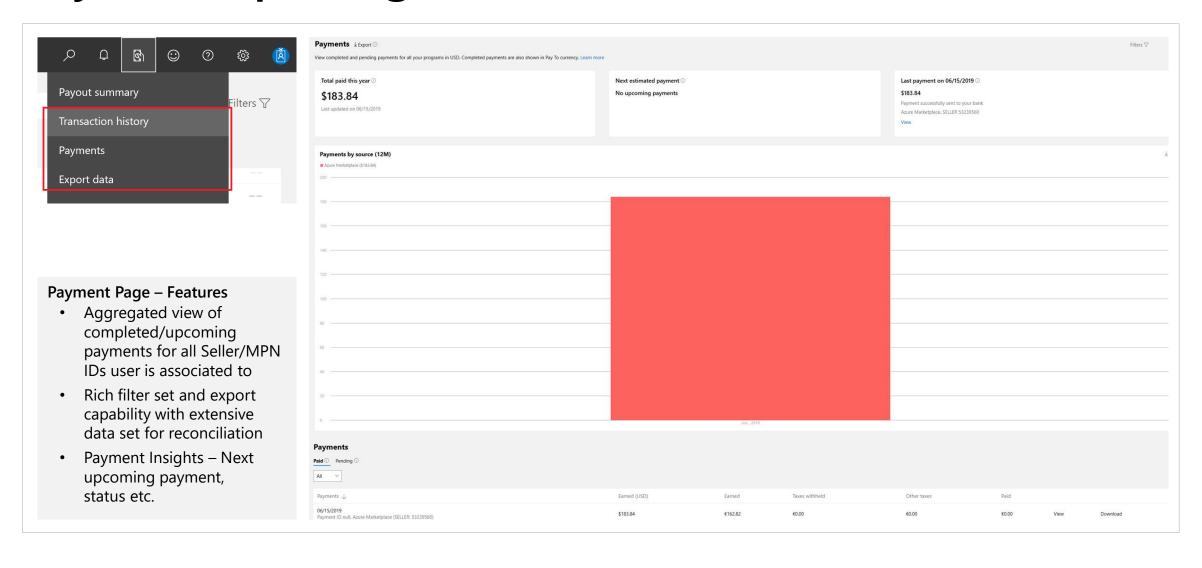
Paypal supported in some geos

50 USD minimum

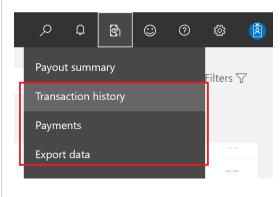




Payouts Reporting – Partner Center

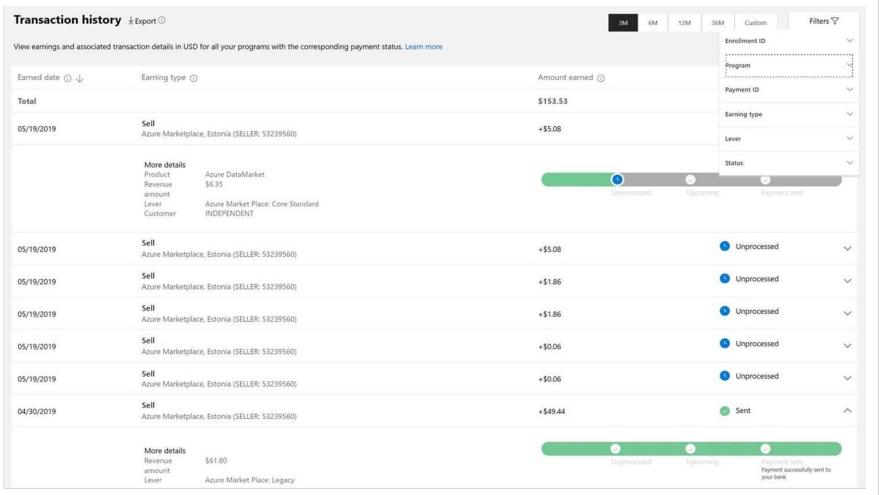


Payouts Reporting – Partner Center

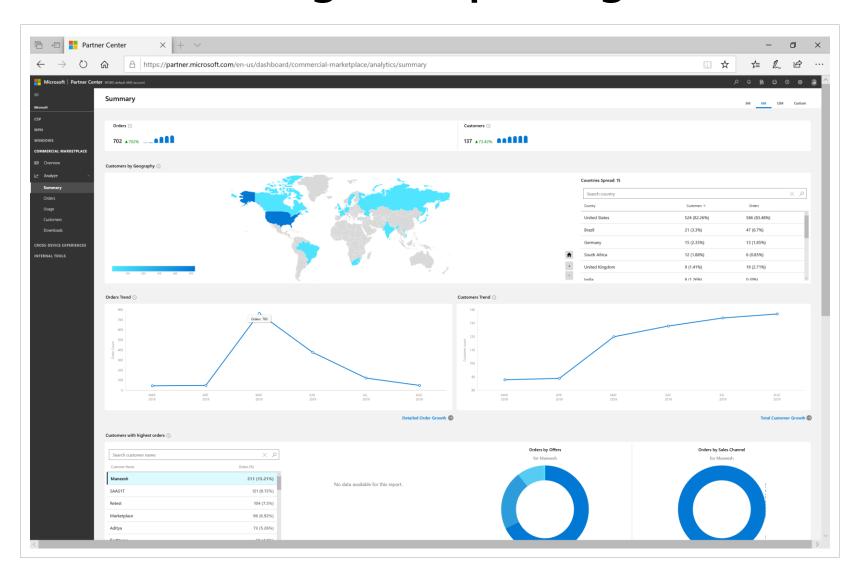


Transaction History Page – Features

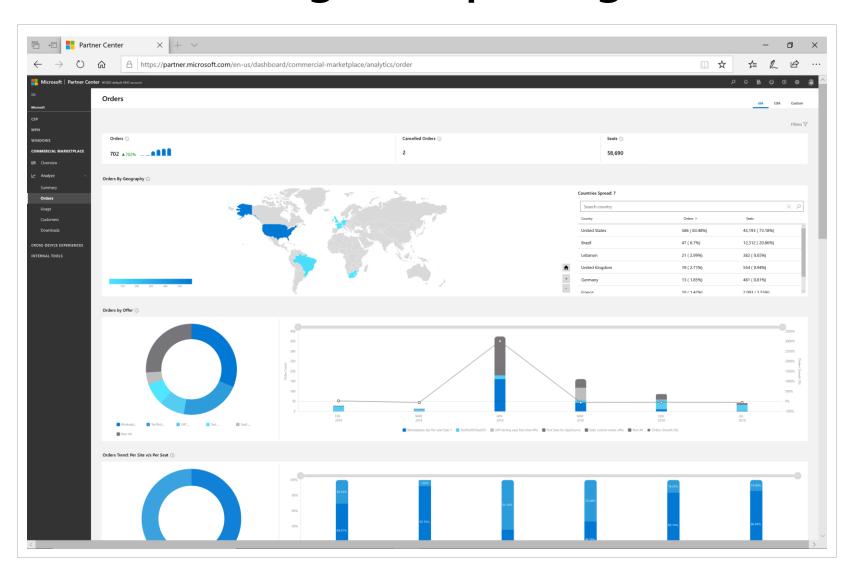
- Aggregated view of all Seller/MPN IDs user is associated to
- Transparency into earning, key transaction details and its payment status
- Rich filter set and export capability with extensive data set for reconciliation



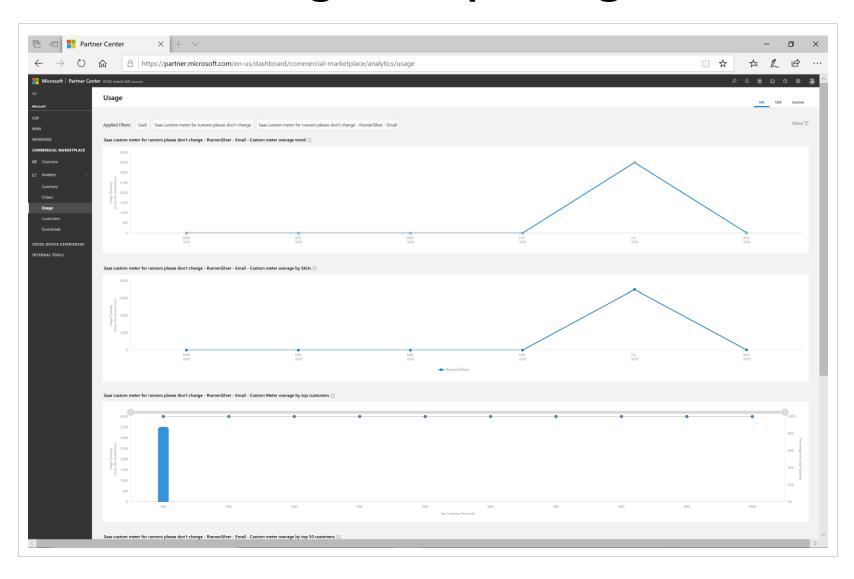
Customer Insights Reporting – Partner Center



Customer Insights Reporting – Partner Center



Customer Insights Reporting – Partner Center



Announcing the **Private** Azure Marketplace

nerally Available







Manage pre-approved apps

Govern third-party solutions employees can deploy within your organization.

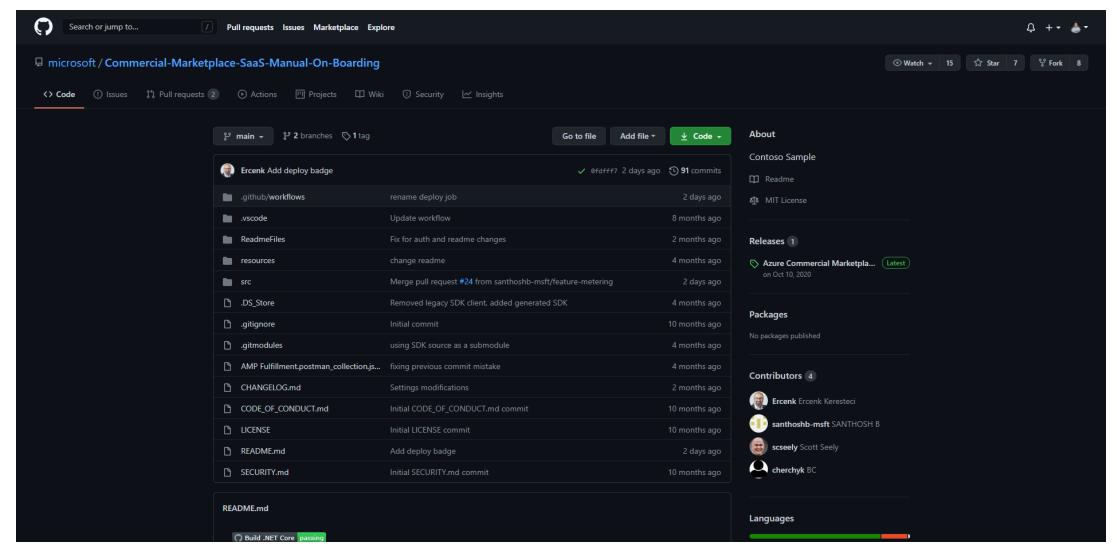
Regulate costs and procurement

Hand pick apps that fit within your budget and comply to company policies

Increase innovation

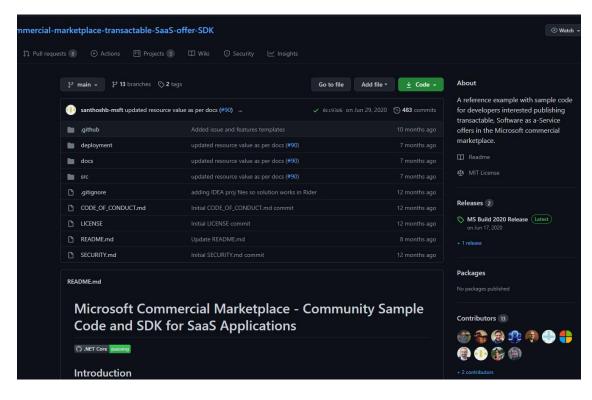
With software trends rapidly evolving, quickly update pre-approved apps

Referenceable Repos

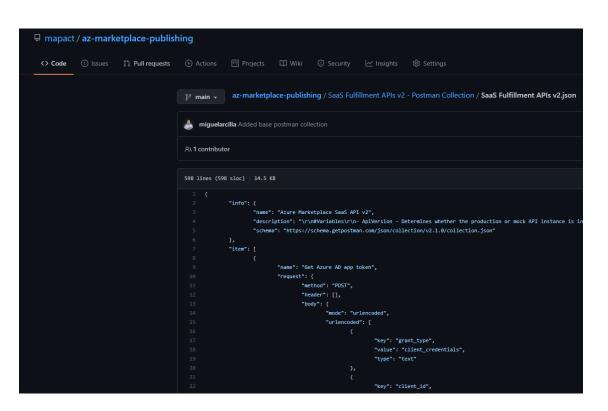


microsoft/Commercial-Marketplace-SaaS-Manual-On-Boarding: Contoso Sample (github.com)

Referenceable Repos



Azure/Microsoft-commercial-marketplace-transactable-SaaSoffer-SDK: A reference example with sample code for developers interested publishing transactable, Software as a-Service offers in the Microsoft commercial marketplace. (github.com)



mapact/az-marketplace-publishing: Scripts and resources for publishing to the Azure Marketplace (github.com)

RESOURCES

Get started aka.ms/JoinMarketplace

Enablement content aka.ms/MarketplacePublisherGuide

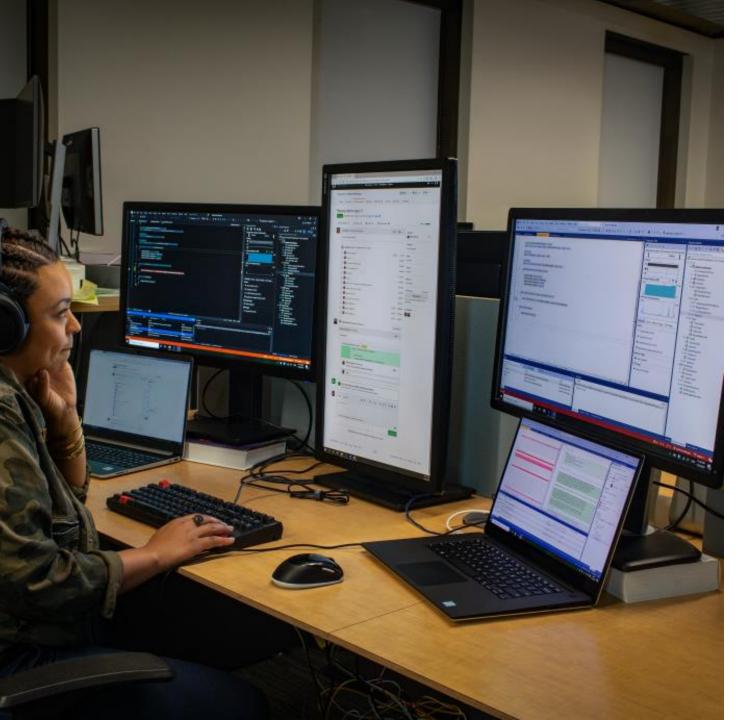
Publisher support aka.ms/MarketplacePublisherSupport

Marketplace Rewards aka.ms/MarketplaceRewards

RESOURCES

SaaS Fulfillment APIs v2 Link

Marketplace Metering APIs Link



Your feedback is important

Please help us improve this program by completing this short feedback form.



https://aka.ms/saaslabfeedback9



If you'd like more help on your Azure modernization journey, please e-mail the SaaS Lab team

saaslab@microsoft.com

Thank you for being part of the SaaS Lab Program