

AppSource Publishing Guide for Cortana Intelligence / Microsoft R Solutions

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Microsoft AppSource

Publishing Guide for Cortana Intelligence & Microsoft R Solutions

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1.0 Introduction

Thank you for your interest in publishing your Cortana Intelligence / Microsoft R Solutions app to Microsoft AppSource.

Microsoft is excited to work with our dedicated partners (ISVs / SIs) to provide AppSource, the premier place to publish their solutions targeting Business Decision Makers in customer firms to discover and try business solutions. This guide will walk you through the steps to get your solution published.

2.0 Getting Started

Follow the instructions

1. At [Starter Guide for getting showcased with Microsoft](#) to get listed as an Advanced Analytics partner.
2. On AppSource fill up [List an app](#) form.
3. For a solution to get tagged under “Cortana Intelligence” product category, it needs to get evaluated by Cortana Intelligence Ecosystem team. To get the process started, kindly share details about your app by filling in survey form at <https://aka.ms/cisappsrceval>.

3.0 Solution Evaluation Criteria

Here is the list of criteria the app needs to meet

1. App needs to address specific business use case problem within a given functional area in a repeatable manner with minimal configurations for predefined value propositions implementable within a short period.
2. Solution should use at least one of the following components
 - a. HDInsight
 - b. Machine Learning
 - c. Data Lake Analytics
 - d. Stream Analytics
 - e. Cognitive Services
 - f. Bot Framework
 - g. Analysis Services
 - h. Microsoft R Server stand alone
 - i. R services on SQL 2016 or HDInsight Premium
3. Solution should be generating at least \$1K / month / customer using DPOR/CSP.
4. **Solution should use Azure Active Directory federated single sign-on (AAD federated SSO) with consent enabled for user authentication and resource access controls.** To see what it means to be AAD federated SSO enabled, seek to 2min 35 sec in [AppSource trial experience walkthrough](#) video. If your app is not enabled with AAD federated SSO yet, here is some documentation about it.
 - a. Step 1: <https://identity.microsoft.com/Landing?ru=https://identity.microsoft.com/>
 - b. Step 2: <https://docs.microsoft.com/en-us/azure/active-directory/develop/active-directory-integrating-applications#adding-an-application>

You will need to show to the evaluation team that your solution is AAD federated SSO enabled before your app can be onboarded to AppSource.

5. Use Power BI in your solution: Optional but highly recommended as it is proven to generate higher # of leads

4.0 DevCenter Account Setup

This is the process of registering your company to become a publisher with Microsoft. If you are already a registered publisher with an existing DevCenter account, share the email ID associated with your DevCenter account.

If you don't have one, below are the key steps to setup a DevCenter account.

1. Create a Microsoft account [here](#).
2. Go to the Microsoft DevCenter [registration page](#) and click "sign up".
3. When prompted for payment, use the code that we provided to you. If you don't have one reach out to appsourceticsupport@microsoft.com
4. Select the [country/region](#) in which you live, or where your business is located. **You won't be able to change this later.**
5. Select your [developer account type](#) (For AppSource, you need to select "Company"). For a company account, be sure to review these [guidelines](#).
6. Enter the contact info you want to use for your developer account.

For detailed step by step instruction on how to setup DevCenter account, see the instructions [here](#).

5.0 Provide info about your app to be shared with Microsoft Sellers

One of the key value propositions of AppSource for partners is to be able to collaborate with Microsoft Sellers in positioning partner apps in front of potential customers.

Fill up [<Partner and App Name> - AppSource solution info for MSFT Field](#) and send it to appsourceticsupport@microsoft.com. This is required step for a Cortana Intelligence app to get approved for publishing.

6.0 Building a compelling customer walkthrough on AppSource

Marketing content

Every app entry in AppSource has title, summary (100 chars max), description (1300 chars max), images, videos (optional), pdf documents apart from entry point for a trial experience. Partners should leverage all these to build a compelling customer experience.

Partners should think of the content they put on AppSource as an end to end sales orchestration. Customers read the title and description to understand the value proposition and then go through images & videos to understand what the solution is about. Case studies help potential customers see how existing customers are getting value. All these should make the customer feel interested and wanting to know more. Think of these as pitch decks based presentation a good technical sales person would walk the new customers through.

The suggested format of description is to break up the text into sub-sections based on value propositions, each with highlighted with a sub-heading. Visitors usually glance over the "offer summary" field and sub-headings to get gist of what the app addresses and why should they consider the app in

just a quick glance. So, it is important to get the user's attention give them a reason to read on to get the specifics.

See what these partners have done.

- i. [Neal Analytics Inventory Optimization](#)
- ii. [Plexure Retail Personalization](#)
- iii. [AvePoint Citizen Services](#)

Demo/Trial experience

The final act of sales is to show a demo of the app/solution showing how the value proposition is delivered. That is exactly what a customer trial experience on AppSource is meant for. A good demo will

- Re-summarize the value proposition of the app in short and list out the persona's within the customer firm who would interact with the solution
- Tell a story and sets the context about a sample customer dealing with specific issues
- Explain how the situation can generally devolve and impact the customer (before) VS what would happen if the solution is in use.
- When using PowerBI dashboards explain what to look at and what the sample data means and how to interpret the situation.
- Summarize how the solution makes it happen – like using any specific Machine Learning algorithms etc.

Use a guided trial to hand hold the customer through the experience. You may do it using sequence of numbered steps shown using bubbles etc. or any other ways possible.

How to know if you have a compelling AppSource experience (content + trial/demo)?

Ask your top sales personnel if they love the AppSource experience enough to put it in front of their potential customers and stand back. If they are confident that the AppSource experience is self-explanatory and compelling enough to wow the customers, you know that you got a good experience.

Why is this important?

If the partner sales personnel don't like the experience enough to use it, how can we expect Microsoft Sellers to be excited to use it to sell the partner app?

When a customer who searches AppSource and finds your application, they are also evaluating your brand. Putting a sub-standard content and customer trial/demo experience would be doing a disservice to your brand. Customers should WOWed enough to immediately respond to welcome message you generate in response to the lead generated.

Partners should really think hard about the content and experience they put on AppSource as an end to end sales orchestration.

7.0 Publish your app on the Publishing Portal

Once we have evaluated the above steps for your application, you will get access to the publishing portal and see [How to publish a Cortana Intelligence offer via Cloud Partner Portal](#) for detailed instructions on next steps.

If you need information about any of the fields, email appsourcecissupport@microsoft.com

8.0 My app is published on AppSource – now what?

Firstly, Congratulations on getting your app published.

The level of returns you get from publishing your app on AppSource heavily depends on how you influence the target audience. See [Growth-Hacking your Cortana Intelligence app on AppSource](#) for more details of how you can maximize the returns.

If you have any questions or suggestions, kindly reach out to us at appsourcecissupport@microsoft.com.