Consulting Service Offerings on AppSource

Submission Process
Request access to submit offers

Request access by emailing: consultingsvcsupport@microsoft.com

Include the following:
• Company Name
• MPN ID
• Account Owner email
• Additional User(s) email

Please include that you would like to publish Power BI Custom Visual offers in the email

Hello,

Please help me to create a profile to submit Consulting Services on AppSource.

Company Name: XYZ Corp  
MPN ID: 123456

Account Owner: YOUR EMAIL  
Additional Users: 
EMAIL #1  
EMAIL #2
Log in with your work email

Using your organization email account, log in to the Partner Portal.

https://cloudpartner.azure.com

Note: You must log in with an organization email associated with a Microsoft Organization ID. If you use this account to log into a number of Microsoft products, like Office 365 or Power BI, you’re all set.
Create a new offer by selecting ‘New Offer’ in the menu.

Select ‘Consulting Service’ in the menu that appears.

Do not select anything else.
Define offer settings

Offer ID is a unique name you create when you first submit the offer. The ID will be visible in the URL and impacts search engine results.

Name is what will show as the offer name on AppSource.

Note: There are 55 characters available for the Name field. During review, we will modify the Name field to match the criteria shown and will include name, duration, and offer type. Please keep titles short.
### Categories of offerings

There are 5 categories for Consulting Services Offerings.

Carefully read the category descriptions and choose the category that best fits your offer type. Next, provide detailed descriptions based on the requirements outlined for each.

Note: We now accept virtual and onsite engagements designed for a single customer engagement.

<table>
<thead>
<tr>
<th>Briefing</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>An introduction to a solution or a consulting service to draw customer interest using frameworks, demos, and customer examples</td>
<td>An evaluation of a customer’s environment to determine applicability of a solution and provide an estimate of cost and timing</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Proof of concept</th>
<th>Implementation</th>
<th>Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>A limited scope implementation to determine if a solution will meet a customer’s requirements</td>
<td>A complete installation that results in a fully working solution. For this pilot, we recommend limiting to solutions that can be implemented in 1-week or less</td>
<td>An interactive engagement conducted on a customer’s premises that could involve trainings, briefings, assessments, or demos built on the customer’s data or environment</td>
</tr>
</tbody>
</table>
Define offer details

Offer summary is a brief single sentence description of your offer that appears just below the offer title.

Offer description guidance:
• Use Markdown or plain text with line breaks
• All workshops require a detailed agenda with topics that will be covered, and deliverables
• Training workshops do not require an agenda, but do require deliverables
• Briefings require at least 4 to 5 bullets with information on topics covered in briefing
• See offer description examples for more

Assessment Example
Briefing Example
Workshop Example (multi-week)
Workshop Example (multi-day)
Implementation Example
Proof of Concept Example
Define offer details

Provide your Org MPN ID.

If you know your Partner center ID please provide it as well.

Those 2 fields will be used in the future to validate the partners, integrate with Product websites and Partner Center.
Define offer details

Create one offer per country.

Pricing: For paid offers, select currency, specify amount and choose fixed or estimate.

Duration: Select Hours, Days or Weeks and specify number.

*Our data shows that customers typically prefer fixed-price, fixed scope offerings that cost less than $5,000.
Search Keywords

Make sure to include CustomVisualsOffer as one of the Search Keywords
Define offer details

Specify the industries that your offer targets.

Note: Microsoft has prioritized the following industries:
- Education
- Health care
- Public Sector
- Financial Services
- Manufacturing
- Retail
Define offer details

Videos: Marketing Video. If you have a Partner Showcase for Power BI or PowerApps, please provide a link to the Showcase video.

Documents: Marketing brochure describing consulting service offering in detail and case studies in PDF format.

Screenshots: Images that provide more information about the offer, offer deliverables, or your company.
Define offer details

Lead destination: Select the lead destination for AppSource to pass leads to your company.

Provide details of lead destination.

The Cloud Partner Portal contains detailed instructions for Lead Management.
Define offer details

Provide contacts who Microsoft can reach out to for customer support and questions.

Microsoft may also reach out in case a customer is not contacted 48 hours within their lead submission.
Publish your offer

Once you complete Offer Settings, Storefront Details, and Contacts, select publish and provide an email address.

Your offer will then go into the approval queue.

Please see the subsequent slides for more details on the approval process.
Approval process

Step 1: Offer review

Our team of professional marketers and copy writers will review your submission for clarity, brevity, inclusion of agenda, deliverables, grammar, and style.

This process currently takes about 2 weeks and not 1-2 days as shown on the portal.
Step 2: AppSource representative engagement

An AppSource representative MAY reach out if more information is needed. This often includes, but is not limited to, a more detailed description and/or questions on pricing or timing of your offering.

Hello,

Thank you for your interest in submitting Consulting Services offers on AppSource. I see that you previously submitted the below offers that we are currently in the process of reviewing.

Offer #1
Offer #2
Offer #3

We have found that successful offers have well-defined outcomes and deliverables, detailed agendas, and set clear expectations with the customers. Our goal is for your offer to stand out and compel customers to contact you. It would help expedite our approval process if you could take a few minutes to update the description for these offers and give more detail around what the customer needs to prepare, the flow of the day (or week), and what are the exact deliverables at the end of the engagement.

Below is a great example of a Workshop that you could follow to make your submissions shine.

Workshop example (multi-day)

Please take a few minutes to review your in process offers, make changes, and then republish.

Thanks,
AppSource Team
Approval process

Step 3: Status Change

You may notice your offer changing from “Publish in Progress” status to “Publish Canceled” status.

This is expected behavior as our copy writers need to first cancel to make edits.

There is no action needed on your part at this time unless you’ve heard otherwise from an AppSource representative.
Approval process

Step 4: Approval

Congrats! Your offer has now been reviewed, edited, and approved by the AppSource team.

You will receive an email with a green banner (shown), notifying you that your offer is available for preview.

Action is needed on your part to review your offer and publish.

Doing so will then push your offer live on the AppSource site.

Offer ‘YOUR OFFER NAME’ is available for preview

Congratulations! Your offer ‘YOUR OFFER NAME’ is available for preview.

Next Steps

Below are the preview link(s) for this offer. Please use these to verify and validate end to end experience.

Microsoft AppSource (Preview)

If you need to update your offer click here.
If you need to make this offer live, click here.

Reply all to this email in case you need any help.

Thank you,
Microsoft AppSource Team

This message from Microsoft is an important part of a program, service, or product that you or your company purchased or participate in.
Microsoft respects your privacy. To learn more, please read our Privacy Statement.

Microsoft Corporation
One Microsoft Way
Redmond, WA USA 98052
Approval process

Step 5: Your offer is live

Changes can still be made at this point if needed.

Edit the offering as needed and click ‘publish’. This will queue your changes to be approved and updated.

You existing offer will remain live until the edited offer is reviewed, approved, and published.