Introduction

The following Getting Started Guide is designed to walk ISVs new to the Dynamics 365 platform through the necessary steps to get started building standalone business applications on the Common Data Model using the Power Platform.

This guide is broken down into five sections:

**Becoming a Microsoft partner**
First, it outlines the process to become a Microsoft partner, including registering for the Microsoft Partner Network (MPN) and Cloud Partner Portal (CPP). If you are already a Microsoft partner with Cloud Partner Portal (CPP) access, you can skip this section.

**Understanding the Power Platform**
The second section takes a look at the Power Platform to provide context and clarity around the structure and available tools.

**How to build**
The third section walks through how to build a standalone app on the Common Data Service using the Power Platform.

**Package and publish**
The fourth section walks through the steps to package and publish your application for sale on AppSource, including information on Microsoft's Go-To-Market Services.

**Resources**
Lastly, we’ve included links to additional resources to help you find answers to questions and provide additional guidance for when you’re ready to move beyond the basics.

Let’s first take a look at the three programming models and define what Build means.
Programming models

While our Business Applications Platform is made up of best of breed applications—including Finance and Operations, CRM, Office 365, and LinkedIn—the true power of the platform is in how it all works together through our Common Data Service.

The Common Data Service (CDS) is the shared data language used by business and analytical applications. It consists of a set of a standardized, extensible data schemas published by Microsoft and our partners that enables consistency of data and its meaning across applications and business processes.

This means that when you’re interacting with your data—whether reading or writing—you are doing so from a common data source. There is no more tying together disparate systems and retrofitting data connections. It all works seamlessly through the CDS.

This model unlocks three key opportunities for ISVs who wish to leverage our Business Applications Platform for their business: Extend, Build, and Connect.

**Extend**

*Extend the functionality of Dynamics 365 business applications*

ISVs can extend the functionality of a Dynamics 365 business applications, such as Dynamics 365 for Sales and Dynamics 365 for Finance and Operations. Extend scenarios include creating industry or vertical customizations to our first-party apps.

**Build**

*Build standalone apps on the Common Data Service*

ISVs can build standalone business apps directly on the Common Data Service using the Power Platform (i.e., PowerApps, Power BI, and Microsoft Flow).

**Connect**

*Connect to first-party apps from external apps*

ISVs can connect their external solutions to first-party Dynamics 365 apps or the Power Platform.

**Licensing requirements**

**Extend**

Full PowerApps Plan 2 with a license for the required Dynamics 365 application is needed. Refer PowerApps pricing and PowerApps for Dynamics 365 for more details.

**Build**

PowerApps Plan 2 is the minimum required plan. Refer PowerApps pricing for more details.

**Connect**

PowerApps Plan 1 is the minimum required plan. Refer PowerApps pricing for more details.
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Prerequisites

**Sign up for Power Platform**
- Register for a PowerApps account

**Step 1  Become a Microsoft partner**
- Create a Microsoft work account
- Join the Microsoft Partner Network
- Set up your Partner Center account

**Step 2  Register as a publisher**
- Register in the Cloud Partner Portal
- Sign up for the Dynamics Insider Program

**Step 3  Create a seller account**
- Create a Microsoft Developer account

If you are already a Microsoft Partner with Cloud Partner Portal access, you can skip this section.
Prerequisites

Before you publish, market, and sell your first apps, there are a few steps you must take to get set up as a Microsoft Partner. These include joining the Microsoft Partner Network (MPN) and getting registered in the programs that enable you to publish, market, and sell your apps.

Sign up for Power Platform

Register for a Power Platform account
To begin building PowerApps, you must set up an account. You can try PowerApps for free by signing up either for a 30-day trial or a community plan.

Become a partner

Becoming a Microsoft partner gives you access to the Microsoft resources needed to build, market, and sell your apps. While you don’t need to be a Microsoft partner to begin developing your apps, all of the steps below are required to gain access to the programs that enable you to publish, market, and sell your apps.

Create a Microsoft work account
Before you begin, you must create a Microsoft work account. The same account should be used as you sign up for subsequent programs to ensure all of your privileges are centralized under a single account ID. You can register your email here.

Join the Microsoft Partner Network
Becoming a Microsoft partner gives you access to all the resources you need to build and publish apps. To become a partner, you must join the Microsoft Partner Network (MPN), at which time you will be assigned an MPN ID. MPN membership is free to all partners; you can enroll in the MPN here.

If you have an active subscription to Microsoft Azure or Office 365, you already have a Microsoft work account.
**Prerequisites**

**Set up your Partner Center account**
Once you have joined the Microsoft Partner Network (MPN), you can set up your Partner Center account. Your Partner Center account provides you with access to pricing information, tools and services, and enables you to manage admin credentials for your company's work account. Partner Center is also where you can purchase or renew subscriptions to Microsoft Action Packs, create a business profile to receive and manage sales leads from Microsoft, and see if you qualify for co-selling opportunities.

**Register as a publisher**
Registering as a publisher allows you to sell your solutions on AppSource, the marketplace that gives ISVs access to more than 100 million commercial users.

**Register in the Cloud Partner Portal**
The first step to becoming a publisher is to register in the Cloud Partner Portal (CPP). The Cloud Partner Portal (CPP) is where you submit your apps for publication, publish and promote your apps, and manage your offers.

To begin the registration process, you must complete this brief form. Shortly thereafter, one of our team members will follow up to help you complete your registration.

Once registered, you can access the Cloud Partner Portal (CPP).

Starting in H2 2019, the CPP process will be moved to Partner Center.

In the future, you will be able to select PowerApps. Currently, you must select Customer Engagement.

If you’re already registered in the Cloud Partner Portal, you don’t need to register again; however, we recommend you submit the form to connect with a member of our team.
Prerequisites

**Sign up for the Dynamics Insider Program**
In addition to the above steps, all partners must join the Dynamics Insider Program. Through the Dynamics Insider Program, you can gain access to partner resources, test and validate new features, and provide your valuable feedback.

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3 Create a seller account
Creating a seller account gives you the necessary resources to market and sell your solutions on AppSource.

**Create a Microsoft Developer account**
To market and sell your solutions on the AppSource marketplace, you must create a Microsoft Developer account in the Microsoft Developer Center. When registering, be sure to use the same Microsoft account ID that was used for the Cloud Partner Portal to ensure that your Microsoft Developer and Cloud Partner Portal accounts are appropriately linked.
Understanding the Power Platform

Parts of the Power Platform
• PowerApps
• Microsoft Flow
• Power BI

Common Data Service

Model-drive apps vs. Canvas apps
• Model-driven apps
• Canvas apps

Ways to build PowerApps
• Check out some sample apps
• Create an app from a template
• Use shared apps
• Create an app from a data source
• Build from the ground up
Parts of the Power Platform

Microsoft's Power Platform is comprised of three tools—PowerApps, Microsoft Flow, and Power BI—designed to help you build, extend, and connect apps for Dynamics 365 and Office 365.

PowerApps
PowerApps sits at the center of the Power Platform. PowerApps is a collection of services, apps, and connectors that work together to let you build applications, ranging from simple no-code mobile apps used to view and update your data to fully featured software that extends the functionality of our Dynamics 365 solutions. With PowerApps, you do much more than just view your data. You can act on your data and update it anywhere and from any device.

Sign up for a free trial version and sign-in and explore samples and templates.

Building blocks
To create, share, and administer apps, you’ll use these sites:

1. web.powerapps.com: In the web portal, you can open apps, specify the type of app that you want to create, and create data connections and flows. To use this site, you’ll need to log in using your organizational account.


4. PowerApps admin center: In the admin center, you can define environments and data policies.

Related technologies, platforms, and data sources
Microsoft PowerApps works with other technologies, platforms, and data sources to help you build and share apps across your organization. Let’s take a look at some of these:
• **Microsoft Dynamics 365**: Dynamics 365 is the home for all your business apps, including Dynamics 365 for Sales, Dynamics 365 for Finance and Operations, Dynamics 365 for Field Service, and many others.

• **Microsoft AppSource**: AppSource is the marketplace through which you share your apps and download other apps that might be useful to your business.

• **Data sources**: Data sources bring cloud and on-premises data into your apps. You access data through built-in connections, custom connectors, and gateways.

**Microsoft Flow**

With Microsoft Flow, users can connect to more than 200 services to create automated, multi-step workflows, as well as easily create custom connections when needed. Once build in Flow, these workflows and connections can be leveraged to extend the functionality of your Power Apps apps. Sign-in here and explore templates.

**Power BI**

Power BI enables users to build sophisticated, visual dashboards from their data. As part of the Power Platform, Power BI dashboards components can easily be embedded into Power Apps apps, and PowerApps components can be embedded into Power BI dashboards. Sign-in here and explore templates.

**Build and certify custom connectors**

Bring your product into the Microsoft cloud by building a connector that enables PowerApps to talk to your service.

**Common Data Service**

Microsoft’s Business Applications—including Dynamics 365, Office 365, and Power Platform—are all built on top of our Common Data Service. **Common Data Service for Apps** lets you securely store and manage data used by business applications. Data within the Common Data Service is stored within a set of records called entities. An entity is a set of records used to store data, similar to how a table stores data within a database.

The Common Data Service includes a base set of standard entities that support common business scenarios that connect to Dynamics 365 application data. You can also create custom entities specific to your organization and populate them with data that you import from lists in SharePoint, Excel, or PowerQuery. App makers can then use PowerApps to build rich applications using this data.

Dynamics 365 applications, including Dynamics 365 for Sales, Field Service, Customer Service, and Talent, use Common Data Service for Apps to store
and secure data used by the applications. This means you can build apps using PowerApps and Common Data Service for Apps directly against your core business data already used within Dynamics 365 without the need for manual integration. Dynamics 365 for Finance and Operations and Dynamics 365 for Retail currently require configuration of the Data Integrator to make your business data available within Common Data Service for Apps.

Model-driven apps vs. Canvas apps
There are two types of apps you can build within PowerApps: Model-driven apps and Canvas apps.

Model-driven apps
Model-driven app design is an approach that focuses on adding dashboards, forms, views, and charts to your apps. With little to no code, you can build apps, ranging from simple to very complex solutions.

Canvas apps
Canvas apps allow users to design and build business apps without writing code in a traditional programming language. The app can be designed by dragging and dropping elements onto a canvas, just as you would design a slide in PowerPoint. Excel-like expressions can be used for specifying logic and working with data, and apps can integrate business data from a wide variety of Microsoft and third-party sources.

In canvas apps, the designer has total control over the app layout. In model-driven apps, on the other hand, much of the layout is determined by the components you add. The emphasis is more on quickly viewing your business data and making decisions than on intricate app design.

Ways to build PowerApps
There are several different ways you can create an app, including from a sample app, a template, a shared app, or a data source.
Understanding the Power Platform

Check out some sample apps
In PowerApps, you'll be greeted with several sample apps that you can use in your web browser. Explore these apps to quickly get a sense of what's possible and how PowerApps can help your business. These samples also contain sample data to inspire your thinking.

Create an app from a template
Another good way to create an app is to start from a template. Templates use sample data to help you get a sense of what's possible. By opening them in PowerApps Studio, you can learn hands-on how an app is built.

Use shared apps
If your team has started to use PowerApps, others might have shared apps with you already. If the app maker has permitted you to edit the app, it will appear on web.powerapps.com, where you can open, customize, and share the app.

Create an app from a data source
A great way to get started is to generate an app from your own data. Just point PowerApps at the data source of your choice, and watch as PowerApps automatically builds a three-screen app. Data sources may include the Common Data Service, SharePoint, and Excel.

Build from the ground up
You can also build an app from scratch and add all the pieces as you go. Just specify and entity, add a screen, and customize. You can branch out from there and let your imagination run wild.

The easiest way to learn about PowerApps is to start with a sample app, open a template, or connect to your data source and have PowerApps generate the app for you.
Building your application

Create a canvas app
- Create a canvas app
- Create accessible canvas apps
- Install the app on your device
- Customize your app
- Use App checker to fix errors and make accessible apps
- Sharing canvas apps
- Manage a canvas app

Create a model-driven app
- Building blocks of model-driven apps
- Design phases
- Create your model-driven app
- Customize your apps
- Use App checker to fix errors and make accessible apps
- Sharing model-driven apps
- Managing the properties of a model-driven app

Do more with Power BI and Microsoft Flow
- Power BI
- Microsoft Flow
Create a canvas app

Create a canvas app
1. Connect to a data source
   1. Go to PowerApps and sign in with your organizational account.
   2. In the left pane, select Apps.
   3. Select Create an app.
   4. Select your data source.
   5. Under Connections, select OneDrive for Business.
   6. Select Create and choose your data source.
   7. Select Connect.

PowerApps generates the app by inspecting your data and matching it with PowerApps capabilities so that you get a working app as a starting point.

2. Explore the generated app
Your new three-screen app opens in PowerApps Studio. On the left, you'll see the Screens pane. In the upper-right corner of the screens pane, select the thumbnail view. Select the thumbnail for each screen to view the controls on that screen.

Here is the main development window for PowerApps Studio. Select Play in the upper-right corner to try out the app. You'll see that it includes all the data from the list and provides a good default experience.

All apps generated from data have the same set of screens that you can view from the Thumbnail pane:

- **Browse screen**: This screen appears by default. In it, you can browse, sort, filter, and refresh the data from the data source. In the browse screen, you add items to the data source by selecting the plus sign (+).

- **Details screen**: Select an item in the browse screen to open the details screen, which shows all details about an item. In this screen, you can open an item for editing or delete it.

- **Edit/create screen**: In this screen, you edit an existing item or you create one.

Create accessible canvas apps
To create accessible canvas apps in PowerApps, use the Accessibility Checker to review potential accessibility issues in your app.
Building your application

Install the app on your device
You’ll want to install your app on your phone to see how it looks there.
1. Download PowerApps Mobile from the app store for the platform that you want to use.
2. Sign in by using your user name and password.
3. On your phone or tablet, run your app in PowerApps Mobile. Otherwise, run the app in a browser.

Customize your app
With the foundation of your canvas app established, you can customize your app's functionality and design.
- Customize a gallery
- Customize a form
- Customize a card
- Configure an app control
- Configure app functionality

Use App checker to fix errors and make accessible apps
The App checker helps provide a clear list of formula issues in your app and items to fix to make your app accessible. The App checker is an area that the PowerApps team is continuing to invest in and build on, in order help to make debugging, performance and best practice decisions an easier and more guided experience.
**Sharing canvas apps**
After you build a canvas app that addresses a business need, you’ll want to share your app. First, specify which users in your organization can run the app and which can modify and even re-share it. Then, specify each user by name or specify a security group in Azure Active Directory. If everyone would benefit from your app, specify that your entire organization can run it.

**Manage a canvas app**
You can edit any canvas app that you built, that you own, or for which you have “Can edit” permissions in PowerApps Studio. If you try to edit an app that’s open for editing elsewhere, a message tells you whether you already have it open or another user does. You can edit or delete an app, restore a previous version, change app name and title, or change the screen size and orientation.

**Create a model-driven app**

**Building blocks of model-driven apps**
A model-driven app consists of several components that you select by using the App Designer. The components and component properties become the metadata.

- **Data**: The data components determine what data the app will be based upon.
- **User interface**: The user interface components determine how users will interact with the app.
- **Logic**: The logic components determine what business processes, rules, and automation the app will have. PowerApps makers use a designer that’s specific to the type of process or rule.
- **Visualization**: The visualization components determine what type of data and reporting the app will show.
- **Advanced model-driven apps**: Solution Explorer is used to make advanced model-driven apps. By using the navigation pane on the left side of the tool, you can navigate a hierarchy that consists of all app components.

**Design phases**
1. **Model your business data**
Model-driven design uses metadata-driven architecture so that designers can customize apps without writing code. To model business data, you determine what data the app will need and how that data will relate to other data. Metadata means *data about data*, and it defines the structure of the data stored in Common Data Service for Apps.
2. Define your business processes
Defining and enforcing consistent business processes is a key aspect of model-driven app design. Consistent processes help ensure that your app users can focus on their work and not worry about having to remember to perform a set of manual steps. Processes can be simple or complex, and they often change over time.

3. Build the app
After modeling data and defining processes, you build your app by selecting and setting up the components you need in the App Designer.

Create your model-driven app
Create a model-driven app by using one of the standard entities that are available in your PowerApps environment.

1. Create a model-driven app
1. Sign in to PowerApps by using your organizational account.
2. Select the environment you want or go to the PowerApps admin center to create a new one.
3. On the Home page, select the Start from blank option for a model-driven app.*
4. In the left pane, select Apps, then select Create an app.
5. On the Create a New App page, enter a name and description for the app.
6. Select Done. Your new app appears in the App Designer, and you can now add components to it.

*If the Model-driven design mode isn’t available, you might need to create an environment.
Building your application

2. Add components to your app
You add components to your app by using the App Designer.
1. Select the **Open the Site Map Designer** arrow to open the site map designer.
2. In the site map designer, select **New Subarea**, and then, in the right pane on the **Properties** tab, select the following properties:
   - **Type**: Entity
   - **Entity**: Account
3. Select **Save And Close**.
4. In the App Designer, select **Forms**, and then, in the right pane under **Main Forms**, select the **Account** form.
5. In the App Designer, select **Views**, then select the following properties:
   - Active Accounts
   - All Accounts
   - My Active Accounts
6. In the App Designer, select **Charts**, then select the **Accounts by Industry** chart.
7. On the App Designer toolbar, select **Save**.

3. Publish your app
On the App Designer toolbar, select Publish. After you publish the app, it's ready for you to run or share with others.

Customize your apps
You can tailor a model-driven app to more closely fit your organization’s industry, nomenclature, and unique business processes. You can implement many customizations without writing any code.
- Create an app using the app designer
- Create and design forms
- Create or edit views
- Create or edit a system chart
- Create or edit dashboards
- Add security roles
- Add business logic

Use App checker to fix errors and make accessible apps
The **App checker** helps provide a clear list of formula issues in your app and items to fix to make your app accessible. The App checker is an area that the PowerApps team is continuing to invest in and build on, in order help to make debugging, performance and best practice decisions an easier and more guided experience.
Sharing model-driven apps
PowerApps apps use role-based security for sharing. To share a model-driven app, you must create a custom security role, assign users to the custom security role, and assign the security role to an app. Then you can share the app.

Managing the properties of a model-driven app
App properties define important details about the app, like its title or URL. You define app properties when you create an app. You can change and manage those properties in the app designer.

Properties include: Name, Description, Icon, Unique Name, App welcome page, and Enable Mobile Offline.

Do more with Power BI and Microsoft Flow
Power BI
Browse the Power BI documentation to learn more about building powerful dashboards and beautiful data visualizations.

Microsoft Flow
Browse the Microsoft Flow documentation to learn more about building connectors and automating workstreams.
Package and publish your solution

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Package and publish your solution

Publish your PowerApp to AppSource

Once you’ve created your application and are ready to share it with the world, there are just a handful of steps you must complete to publish it on AppSource.

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Note: For software that operates outside the application, use traditional methods to package and install your application, such as an installer program. If your application consists only of Dynamics 365 solution components, it can be imported directly into Dynamics 365. You won’t have to create an installer program. However, if your extensions include a combination of Dynamics 365 solution components and external components, you’ll need an installer.

1 Create a managed solution package

There are two types of solutions for Dynamics 365 Customer Engagement: managed and unmanaged. An unmanaged solution is one that is still under development or isn’t intended to be distributed; unmanaged solutions can still be edited. Once your unmanaged solution is ready to be distributed, you must export the unmanaged solution as a managed solution. A managed solution is a completed solution—with publishable code—that is intended to be distributed and installed by users.

Export solution to Package Deployer

When you are ready to publish, you must create an AppSource Package. Export your unmanaged solution as a managed solution, including customizations and metadata, to the Package Deployer. Dynamics 365 provides you with a Visual Studio template for exporting packages that can be used with the Package Deployer tool.

Packaging for PowerApps and Dynamics 365.

Both canvas and model-driven apps need to be bundled as a managed solution to publish on AppSource.
Create a package using Package Deployer

Using Package Deployer, create a package (.zip) with your assets. The Package Deployer creates a solution package with the structure needed to submit to Microsoft for certification.

Creating a package involves creating a project using the template, adding your files to the project, updating the HTML files, specifying the configuration values for the package, and defining custom code for your package.

An AppSource package consists of:
- **Package file**: A package file used by Package Deployer to deploy your solutions and demo configuration data into multiple languages.
- **[Content_Types].xml**: File that provides MIME type information of the file type extensions included in the AppSource package. Typically, these are .config, .dll, .exe, .xml, and .zip file types, but you can add almost any file type that is supported by Windows.
- **Icon file**: An image file for the AppSource package icon; size should be 32x32 pixels. Valid image formats are PNG and JPG.
- **HTML file**: File containing your License terms.
- **Input.xml**: File that describes the assets in your AppSource package.

Upload package to Azure

Once you have created your solution package, you must upload it to Azure. Before you upload, you should download and install the Microsoft Azure Storage Explorer, which enables you to manage the contents of your Azure storage account easily.
Package and publish your solution

2 Validate your code

QA your code
Before submitting your code for certification, it is always recommended to thoroughly QA your code, especially in the following areas:

- **Usage**: Improper usage of a particular API, pattern, or configuration.
- **Design**: Design flaws in a customization.
- **Performance**: Customization or pattern that may produce a negative effect on performance in areas such as memory management, CPU utilization, network traffic, or user experience.
- **Security**: Potential vulnerabilities in a customization that could be exploited in a runtime environment.
- **Upgrade Readiness**: Customization or pattern that may increase the risk of having an unsuccessful version upgrade.
- **Online Migration**: Customization or pattern that may increase the risk of having an unsuccessful online migration.
- **Maintainability**: Customization that unnecessarily increases the amount of developer effort required to make changes, the frequency of required changes, or the chance of introducing regressions.
- **Supportability**: Customization or pattern that falls outside the boundaries of published supportability statements, including usage of removed APIs or implementation of forbidden techniques.

Additionally, we recommend you follow these best practices when building your app, as it can expedite the certification process.

Validate your PowerApp
Leverage the Solution checker feature to perform a rich static analysis check on your solutions against a set of best practice rules and quickly identify these problematic patterns. After the check completes, you receive a detailed report that lists the issues identified, the components and code affected, and links to documentation that describes how to resolve each issue.

1. In PowerApps, select the Common Data Service where you want to enable the Solution checker.
2. On the left navigation pane, select Solutions.
3. On the toolbar, select Solution checker and then Install.
4. Once installed, navigate back to the Solutions menu, open the dropdown menu (...), and select Solution checker > Run.
5. View the report when the check is complete.
3 Create an offer

Create a new offer in the Cloud Partner Portal
Once you resolved any issues identified by the Solution checker, you can move on to creating an offer in the Cloud Partner Portal.

Each app in AppSource corresponds to an “Offer” in the Cloud Partner Portal. To submit a new app to be published on AppSource, you must create a “New offer” in the portal. There are different offer types based on different types of apps. When creating your offer, you will be asked to provide information, including:

- **Offer Settings**: Offer ID, Publisher ID, Name.
- **Technical Info**: Metadata (e.g., categories, regions, marketing artifacts, and Azure storage URL of the solution package).
- **Test Drive**: Provide a test environment where users can use and explore a functional version of the app that has been preconfigured with demo data.
- **Storefront Details**: Offer summary, Offer description, Industries, Categories, Terms, etc.
- **Contacts**: Engineering Contact, Support Contact.

About Test Drive
AppSource supports PowerApps Test Drive solutions as a way for you to share apps with customers and generate leads for your business.
Package and publish your solution

4 Submit for publication

**Click Publish to submit your app for approval**
Once you have completed filling in the offer details, click Publish to begin the publishing approval process. Progress can be tracked on the offer page.

**Steps to publication**
1. **Validate prerequisites**: Offer settings provided are validated. (<15 min)
2. **Test Drive Validate**: Microsoft validates the Test Drive can be deployed and be replicated. (<2 hours)
3. **Certify Package**: This process will encompass certifying your package for deployment. (~15 days) Precertification process can expedite this step.
4. **Provision Package**: When complete, we will have deployed your package for use in the Regions requested. (~4 min)
5. **Lead management validation and registration**: Microsoft validates and registers lead management details. (<15 min)
6. **AppSource Packaging**: Offer is packaged to show up on AppSource. (<1 hour)
7. **Publisher signoff**: Offer is available to preview. Ensure that everything is correct before making your offer live.

5 Publish your solution

**View and publish your solution**
Once your app has been approved for publication on AppSource by Microsoft, you will receive a preview link to your offer, where you will be able to view your offer on AppSource and test as if were live. Once you are ready, you can set it to go live, at which time it will become publicly available on AppSource.
Monitor performance and collect leads
Within the offer page in the Cloud Partner Portal, you can view app performance. You will also receive leads from users who registered for Test Drive or Trial, requested to be contacted through the “Contact Me” form, or opted to share their information by selecting “Get it now.”

6 Market and sell

Leverage Microsoft support to market and sell your app
As soon as your app is published, you can take advantage of Microsoft’s Go-To-Market Services, which will help you promote and sell your app. You may also be eligible to participate in other partner programs, such as the IP Co-Sell program.

Learn more about our Go-To-Market Services.
**ISV Cloud Embed Program**

If you have built or intend to build a vertical/industry focused solution on top of Dynamics 365 (or horizontal solution on PowerApps) and publish on AppSource, the Microsoft ISV Cloud Embed program simplifies app development time, lowers costs, and helps your business grow. The program allows ISV partners to focus on continuous innovation and rapidly build business applications by extending Dynamics 365 applications or building on PowerApps; benefit from a growing community of Office 365 and Dynamics 365 customers through AppSource; receive critical go-to-market support; and delivers increased benefits culminating in co-sell support from one of the world’s largest enterprise salesforces.

**The requirements for the program are:**

1. End-to-end solution built on Dynamics 365 or Power Platform (PowerApps).
2. Solution published on AppSource.
3. Become CSP Direct Bill partner.

It is important to note that you can only sell the Embedded SKUs with your IP as a Unified Solution; you cannot sell the Embedded SKUs separate from your IP, and you will have to give one price point to the entire Unified Solution.

**Getting started**

Any ISV that builds qualified, finished applications can participate in ISV Cloud Embed at different levels and benefits based on the partner’s preference. To learn more about the program, please review the program Overview, Licensing guide, and ISV Cloud Embed Handbook. To become a part of this program and guarantee a rich customer experience, please sign-up through this simple online form.
Additional resources
Glossary

**Azure**: Extensibility platform that allows ISVs to build, test, deploy, and manage applications within Microsoft PowerApps.

**Canvas App**: Microsoft PowerApps allows you to design and build a business app from a canvas without writing code in a traditional programming language such as C#. Design the app by dragging and dropping elements onto a canvas, just as you would design a slide in PowerPoint. Create Excel-like expressions for specifying logic and working with data. Build apps that integrate business data from a wide variety of Microsoft and third-party sources. Share your app so that users can run it in a browser or on a mobile device and embed your app so that users can run it in SharePoint, Power BI, or Teams. Building from a canvas gives you maximum flexibility over the appearance of the app.

**Connectors**: The elements that connect PowerApps and APIs.

**Common Data Model (CDM)**: A standardized, modular, and extensible collection of data schemas that Microsoft published to help ISVs and users build, use, and analyze data. This collection of predefined schemas consists of entities, attributes, semantic metadata, and relationships. The CDM simplifies data management and app development by unifying data into a known form and applying structural and semantic consistency across multiple apps and deployments.

**Common Data Service (CDS)**: The CDS makes it easier to bring your data together and quickly create powerful apps using a compliant and scalable data service and app platform that’s integrated into PowerApps.

**Microsoft Flow**: A business service that allows line of business specialists and IT pros to build automated workflows intuitively.

**Model-Driven App**: Model-driven app design is an approach that focuses on adding dashboards, forms, views, and charts to your apps. If you don’t need a custom design and your data is in Common Data Service (CDS) for Apps, you can automatically generate a model-driven app from your business data and processes. This type of app can model forms, views, and other components, and the default UI automatically adjusts to phones, laptops, and other devices. The emphasis is more on quickly viewing your business data and making decisions than on intricate app design.

**PowerApps**: A SaaS application platform that enables power users in line of business roles to easily build and deploy custom business apps.

**Power BI**: Self-service business intelligence capabilities, where end users can create reports and dashboards by themselves, without having to depend on IT staff or database administrators.
Additional resources

**Best practices and common use cases**

Community content: [Community apps gallery](#) | [Working with data](#) | [Design discussion](#)

Real world solutions using PowerApps: [Video](#)

UX/UI design tips: [Video](#) | [UX patterns](#) | [Managing fonts and colors](#)

Customize list forms in SharePoint with PowerApps: [Blog post](#) | [Demo](#) | [Documentation](#)

Access web apps migration to PowerApps: [Whitepaper](#)

Approval workflows: [Blog post](#) | [Documentation](#) | [Guided learning](#)

Using the on-premises gateway: [Overview](#) | [Installation and FAQ](#) | [Proxy configuration](#)

Build an offline app: [Blog post](#)

Creating dialogs in PowerApps: [Blog post](#) | [Video](#)

Display a map using the Image control: [Step-by-step walkthrough](#) | [Video](#)

Send an email from your PowerApps app: [Video](#)

Connect to Microsoft Cognitive Services: [Video](#)

Implement role-based security: [Blog post](#)

Build a customized interactive calendar: [Step-by-step guide](#)

Notify user that new data is available: [Step-by-step guide](#) | [Push notifications feature](#)

Deep link into an app using URL parameters: [Step-by-step guide](#)

Audit scenario solution: [Blog post from community member](#)

Performance considerations when working with PowerApps: [Blog post](#)

**Learning resources**

PowerApps latest feature updates: [Blog post](#) | [Release notes](#)

Microsoft Flow latest feature updates: [Blog post](#) | [Release notes](#)

Browse presentations from the Ignite 2018 conference: [Blog post with curated links to relevant sessions](#)

Browse Microsoft Business Applications Summit 2018 conference: [Blog post with curated list to relevant sessions](#)

Browse How-to videos: [PowerApps video gallery](#) | [Microsoft Flow Webinars and Videos gallery](#)

Get expert help from partners: Partners

Take up additional Labs Power Platform Labs and Challenges

SharePoint welcomes PowerApps and Flow

Customizing SharePoint forms using PowerApps: [Ignite presentation](#)

Introduction to Microsoft PowerApps for Access web apps developers

**Stay connected**

Ways to collaborate with the PowerApps team: [Blog post](#)

Stay updated: [Product team blog](#) | [Webinars](#)

Community sites: [Forums](#) | [Community blog](#) | [Best practices and app gallery](#)

Get support: [Blog post](#) | [Support page](#) | [Submit an idea](#)

**Other tools**

Microsoft App in a Day Lab

PowerApps and Microsoft Flow Learning Resources
Getting Started Guides
Interest in building apps on our Business Application Platform? Check out our other Getting Started Guides.
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