As a System Integrator (SI) in the Microsoft Partner Network (MPN), you can market your eligible consulting services on Microsoft AppSource and connect with customers.
SaaS apps, marketplaces, and services

As organizations adopt cloud solutions, they are also changing the way they buy apps and services. The online application marketplaces are becoming an increasingly important part of the customer journey and the market for business-to-business eCommerce is forecasted to compound by 10% annually through 2023\(^1\). At the core of this change is a need for convenience and autonomy – an increasing number of business buyers find web more convenient for buying and 70%\(^2\) of business leaders want a self-service marketplace to research, deploy, and manage apps.

More than 3 million business users a month frequent Microsoft’s commercial marketplace – Azure Marketplace and AppSource. AppSource helps customers to discover and deploy apps that run on the Microsoft Dynamics 365, Office 365, Power BI and Power Apps platforms. These users are often looking for expert services to help customize the platforms and apps for their needs. As they explore a variety of platform and app options, they typically want services that help them quickly scope out or evaluate a solution before committing further. Engagements of finite duration that provide predictable pricing and well-defined outcomes are best suited for their needs in these early stages.

Introducing consulting services

With the goal of connecting business users swiftly with the expert services they need, AppSource supports the listing of consulting services offerings from Systems Integrator (SI) partners of Microsoft. These consulting services offerings are customer-specific engagements, fixed in scope and duration, can be fixed price or free, and have a defined outcome. Business users can easily request to be contacted by partners in a friction-free manner. Partners receive a notification in their CRM system and aim to respond to users within 48hrs.

Eligible consulting services

Consulting services offerings need to be for services and solutions based on Microsoft Dynamics 365, Power BI, Power Apps, or Power Automate. The offerings must also be for one of the following five services types:

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\(^1\) Source – a commissioned study by Forrester Consulting on behalf of Microsoft, November 2019
\(^2\) Source – a commissioned study by Forrester Consulting on behalf of Microsoft, November 2019
1. **Assessment**: An evaluation of a customer’s environment to determine the applicability of a solution and provide an estimate of cost and timing.

2. **Briefing**: An introduction to a solution or a consulting service to draw customer interest using frameworks, demos, and customer examples.

3. **Implementation**: A complete installation that results in a fully working solution. We recommend limiting to solutions that can be implemented in 10 weeks or less.

4. **Proof of concept**: A limited scope implementation to determine if a solution will meet a customer’s requirements.

5. **Workshop**: An interactive engagement conducted on a customer’s premises that could involve training, briefings, assessments, or demos built on the customer’s data or environment.

Consulting services may be offered in-person (i.e., onsite at a customer’s location or a partner’s facility) or virtually (i.e., via teleconferencing, web conferencing, remote implementation, etc.). Partners offering virtual consulting services of types assessments and briefings, must also publish at least one in-person consulting service of the offer type implementation, proof of concept, or workshop.

**Eligible partners**

SI Partners must prove their expertise in delivering quality solutions for Dynamics 365, Power BI, or Power Apps to list their consulting services offerings on AppSource. Partners must meet the eligibility requirements below or have a **Co-sell offer**, for the primary product that the service offering is related to.

<table>
<thead>
<tr>
<th>APPLICATIONS</th>
<th>CRITERIA</th>
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<tbody>
<tr>
<td>Dynamics 365 Sales</td>
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<td>Dynamics 365 Marketing</td>
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<tr>
<td>Dynamics 365 Customer Service</td>
<td>Must be Gold or Silver certified in <a href="https://docs.microsoft.com/en-us/dynamics365/callcenter/compatibility/compatibility-ecm?view=d365-ce">Cloud Business Applications competency</a> for Customer Engagement option</td>
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<tr>
<td>Dynamics 365 Field Service</td>
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<td>Dynamics 365 Human Resources</td>
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### Dynamics 365 Finance
Dynamics 365 Supply Chain Management
Dynamics 365 Commerce
Dynamics 365 Human Resources
Dynamics 365 Project Service Automation

**Must be Gold or Silver certified in** [Cloud Business Applications competency](#) **for Unified Operations option**

### Dynamics 365 Customer Insights

**Must have at least 1 successful in-production implementation of** [Dynamics 365 Customer Insights](#) **with at least 5 measures and 5 segments**

### Dynamics 365 Business Central

**Must be Gold or Silver certified in** [Enterprise Resource Planning competency](#) **and must be the cloud solution provider for at least 3 Business Central customers**

**OR**

**Must have published a Business Central application in** [AppSource](#)

### Power BI

**Must be listed on the** [Power BI partner showcase](#)

### Power Apps

**Must be eligible for Advanced Benefits in the** [Power Apps Partner Program](#)

### Additional Resources and Support:

1. **Competency:** Microsoft Cloud Enablement Desk [https://aka.ms/CEDnominate](https://aka.ms/CEDnominate)  The goal of the Cloud Enablement Desk Guided Experience Partner Nomination Form is to help provide a Cloud Program Specialist who can help articulate MPN benefits and guide to competency attainment.

2. **MPN Support:** [Support](#) for Microsoft Partners

3. **Power BI:** How to get listed on the Power BI Partner Showcase? Begin by submitting a request to get listed [here](#).

4. **Power Apps:** Submit your request to become a Power Apps Partner [here](#)
**Promotion of consulting services**

Business users find and select consulting services offers from the *Consulting services* section of AppSource as shown in the screenshot below.

In addition, users discover consulting services via Microsoft product websites, within product experiences, and through trial nurture streams. Microsoft field sellers may also recommend suitable consulting services to customers exploring solutions to their business problems.
Countries supported

AppSource is available in the following 20 countries.

<table>
<thead>
<tr>
<th>ELIGIBLE COUNTRIES</th>
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<tbody>
<tr>
<td>Australia</td>
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<td>France</td>
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<td>Germany</td>
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Languages supported

Consulting services offerings may be submitted in English or in the corresponding local language.

Next steps and what to expect

Listing your consulting service offering on AppSource involves the following:

1. **Introduction**: Complete the form [here](#) and tell us more about your organization.

2. **Initiate**: Get started at the [Partner Center](#).

3. **Validate**: Review the partner [eligibility criteria](#) for the products you would like to submit the offer for, and ensure you meet the requirements.
4. **Submit**: Submit your offer on the [Cloud Partner Portal](#). Provide the information required in the instructions. **Content submitted in languages other than English, will require added time to review and process the offer.**

5. **Review**: As a first step in reviewing your offer, our marketing and editorial team will **cancel your offer submission**. This is part of our standard review process. We will then review your submission and make changes to optimize it for readability, grammar, and effectiveness. This process can take **two weeks or more**. You may view live offers to understand best practices.

6. **Staging**: Your submission will then be staged for review by you.

7. **Publishing**: Once you and Microsoft are satisfied with the staged content, your Consulting Services Offer listing is ready to go live on AppSource. The go-live date for your listing will depend on the country specified in your offering. If the catalog for your selected country is already live on AppSource, your listing will appear within a few hours. Otherwise, your listing will remain pending where you may make updates and will appear as soon as the catalog for your selected country goes live.

8. **Support**: File a [Support Ticket](#) selecting Cloud and Online Services, Marketplace Publisher, Offer or Product Creation, if you have any questions or concerns.

**Additional Resources**

1. [Creating a new AppSource Consulting Services offer](#)

2. Defining [offer settings](#) and [storefront details](#)

3. [Publishing your first Consulting Service offer](#)

**Testimonials from Partners**

"Six months in, Inviso has realized a 500% return on our marketing investments into Consulting Services offers in AppSource. More than 20% of leads have converted to revenue generating engagements."

- Martin Wolfram  CEO, Inviso Corp
“Enlighten Designs is a flagship AppSource success story for you – with over 210,000 downloads of our App offers, and significant revenue generated from Consulting offers, we were enabled to geo-expand to new markets like Canada and land flagship clients like blacklinesafety.”

- Damon Kelly - Founder & CEO Enlighten Designs Ltd

“Slalom’s Power Platform training workshops and other offerings listed on Microsoft’s AppSource have generated new client connections, leads and sold work. We’re pleased to be a part of the AppSource program and look forward to continued growth serving Microsoft’s many business customers.”

- Erik Johnson, Slalom Director – Microsoft Center of Excellence

“Consulting Services on AppSource has already helped us broaden our reach. We have achieved new business sales in territories we’d had little or no traction in prior to publishing on AppSource, giving us an opportunity to target more potential customers.”

- Graeme Farguhar, Marketing Manager at Equisys

“AppSource has helped Plus gain exposure to the open market and we have received inquiries about our service offerings from potential prospects that we might not otherwise have the opportunity to engage with. Participating in the AppSource program has been very positive, from the initial set-up of our offerings in the portal to the end result of delivering projects currently underway. We are grateful for the additional business and lead generation that AppSource offers our consulting services business.”

- Rachael Turner, Partner Account Manager, Plus Consulting, L.L.C.

“TrimaxSecure receives a great experience by participating in AppSource Consulting Services. It has added a great channel for us to be seen for our services globally and engage clients we would not normally reach. One example would be an Australian client (www.coffeerepublic.com.au), we received this lead through Consulting Services on AppSource. We worked with them to deploy their Microsoft Dynamics 365 Business Central solution. It would not have been possible for us to get this client if it was not for AppSource Consulting Services.”

- Hakki Isik, PMP at TrimaxSecure
“At Chorus IT, being able to list our services on AppSource helps to further strengthen our partnership with Microsoft and gives our clients the confidence of our capabilities through the credibility of being listed on Microsoft’s platform. AppSource provides a great opportunity and a new channel for marketing and selling our services to a wider audience.”

- Lisa Curry, Marketing Manager, Chorus IT

"The AppSource Consulting Services Offers are a compelling mechanism to list and market our offerings to our target market. The AppSource Consulting Services Team at Microsoft have been very helpful in ensuring that our solution listings are fully optimized for search engine discovery, and has all the relevant information a prospect needs to evaluate our offerings. Our offerings were featured in Microsoft’s AppSource newsletter as soon as they were published to the AppSource Marketplace. We have found the structure around the Marketplace Rewards benefits packages valuable already and are excited to get started on these this year. We also intend to use the Marketplace insights dashboard in the Partner Center to analyze offer engagement our Azure Marketplace and Microsoft AppSource listings and evaluate marketing success."

- Farid Jalal, Lead Analytics Consultant, Walkerscott Ltd.