Developing and publishing Microsoft Dynamics 365 Business Central Connect Apps

White Paper 2 of 2

Step 3 & 4

October 2018

Developing and publishing your Connect App

Build your business on Dynamics 365 Business Central

Microsoft Dynamics 365 Business Central is a business management solution that helps companies connect their financials, sales, service and operations to streamline business processes, improve customer interactions and make better decisions. With this modern business platform, you can easily and quickly tailor, extend and build applications so they fit your specific needs — with little to no code development.

AppSource is Microsoft's marketplace for your Dynamics 365 Business Central offerings and there are several reasons why going to market with Microsoft AppSource is a great idea. For example, it allows you to promote your brand, expand your reach, accelerate the customer journey and upsell your solutions and it connects you with millions of Office 365 & Dynamics 365 business users. Find more information about which opportunities you have as a partner at: aka.ms/BusinessCentralApps

You can bring two types of offerings to Microsoft AppSource:

- Add-on Apps (that brings your industry expertise to market), Connect Apps (that connect services) and Embed Apps.
- Or Packaged Consulting services (that bring ready-made packaged engagements to market).

Guidelines for Business Central Connect apps

To ease your journey, from the initial listing to the final publication of your **Connect app** on AppSource, we have created two whitepapers that outlines 4 consecutive steps that you need to go through. To bring your Business Central offers to AppSource smoothly, we recommend that you check off each step as you progress. We highly recommend that you lean on the guidelines in these whitepapers to support you throughout the process of bringing your app to AppSource:

- Getting you started with Connect Apps (Whitepaper 1 of 2)
  - STEP 1: List your app on AppSource
  - STEP 2: Create and set up your accounts

Step 1 completed	
Step 2 completed	

- **Developing & publishing your Connect App to AppSource (Whitepaper 2 of 2)**
  - STEP 3: Develop your app
  - STEP 4: Initiate the validation and publication process

Step 3 completed	
Step 4 completed	

This whitepaper covers Step 3 and 4 and is the 2nd and last whitepaper in the series. Both whitepapers can be found at: aka.ms/BusinessCentralConnectApps.

If you have questions or feedback on this whitepaper, please reach out to: Dyn365BEP@microsoft.com.

STEP 3: Develop your app

How long it takes to develop your app is up to you. When you are done developing it you need to upload your offering to the Cloud Partner Portal (cf. Step 4).

Technical aspects

There are several things to keep in mind in when building a Connect App. A Connect app is using the web services exposed by Dynamics 365 Business Central. By using the standard APIs you can easily exchange data with other services, providing an efficient way to integrate other services. For Connect apps, APIs are already exposed, meaning that you can start leveraging them immediately. Moreover, you can use your favorite REST API client to start exploring the API.

Explore the getting started guide, and start interacting with the API's.

Marketing aspects and storefront details

We have created a set of checklists with guidelines that will help you to create a compelling storefront on AppSource. In these guidelines we have listed our requirements and recommendations along with examples of best practices, which you can **use as inspiration, while developing the storefront details of your offer, your sales landing page and video material** (cf. please reference checklist A, B, C and D).

Note, **"Checklist B" is a summarized printable version of "Checklist A"**, which **sums up all the marketing requirements** that **must be met prior to submitting** your offer for validation. If you do not meet these mandatory requirements, your app will fail validation. Please print out this checklist and use as your action list.

See overview of the checklists related to the marketing validation below:

- Checklist A: Guideline on how to develop the storefront details of your app (best practices)
- Checklist B: The printable summarized marketing validation checklist (mandatory requirements)
- Checklist C: Guideline on creating an effective Sales Landing page for your app
- Checklist D: How to make compelling videos

Useful resources

Guidelines and general information

Find general information on **Connect apps** for Business Central here: [aka.ms/BusinessCentralConnectApps.]
Utilize our step-by-step guidelines to develop and publish your Business Central app:

- Connect Apps
  - Whitepaper 1: Getting you started with Dynamics 365 Business Central Connect apps
  - Whitepaper 2: Developing and publishing Dynamics 365 Business Central Connect apps

The "Ready to Go" program

There are several things to keep in mind in building a **Connect app.** The "Ready to Go" program is designed to support you in bringing your Microsoft Dynamics 365 Business Central offers into Microsoft Appsource. The program encompasses the following three core support options that you can leverage:

- Element 1: "Ready to Go" Online learning
- Element 2: "Ready to Go" Coaching
- Element 3: "Ready to Go" Platform

If you want to have more in depth learning resources to get up to speed, then you can get a sneak-peek of the extensive set of "Ready to Go" resources available in the online learning catalog. We highly recommend that you either consume the materials which are built for you in the "Ready to Go" online learning catalog or get coached by one of our ISV Development Centers.
Learn more about how you can leverage the "Ready to Go" program's different support options here: aka.ms/ReadyToGo

Monthly "Ready to Go" Office Hours call

"Ready to Go" Office Hours is a monthly call that takes place the second Tuesday of every month. The call is structured as a FAQ session, where a team of our different experts will be present to answer any technical or marketing related questions that you may have in relation to bringing your app into AppSource. Sign up for the individual calls that you want to participate in here: aka.ms/ReadyToGoOfficeHours.

Github

Use the github forum to ask, or search, the community and Microsoft experts for questions respectively. Go to: http://github.com/microsoft/al/issues now and start asking away.

Follow "Ready to Go" engagements on social media

Get insights on what's happening with Business central – Follow us on Twitter and LinkedIn.

If you have any other technical questions in relation to developing your **Connect app,** then please email. d365val@microsoft.com.

STEP 4: Initiate the validation and publication process

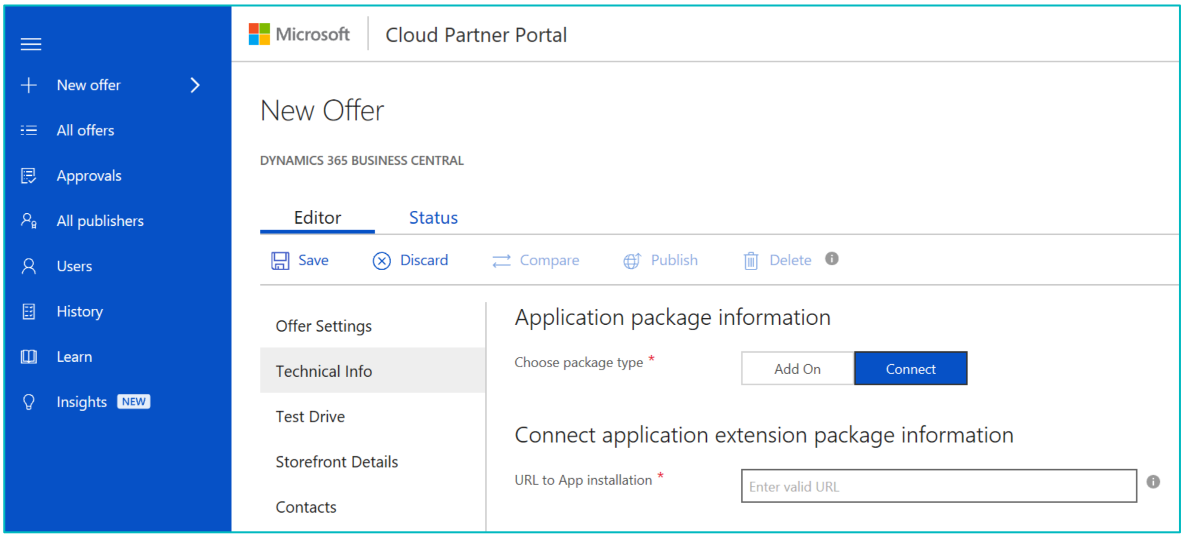
Uploading your offer to the Cloud Partner Portal

Once you have completed the development of your offer, you need to upload it to our cloud platform, so it can be published on AppSource.

The first step you need to take to get your offer on AppSource is to go to the Cloud Partner Portal and create a "new offer". You can find documentation that will guide you through how to create an offer for Dynamics 365 Business Central here.

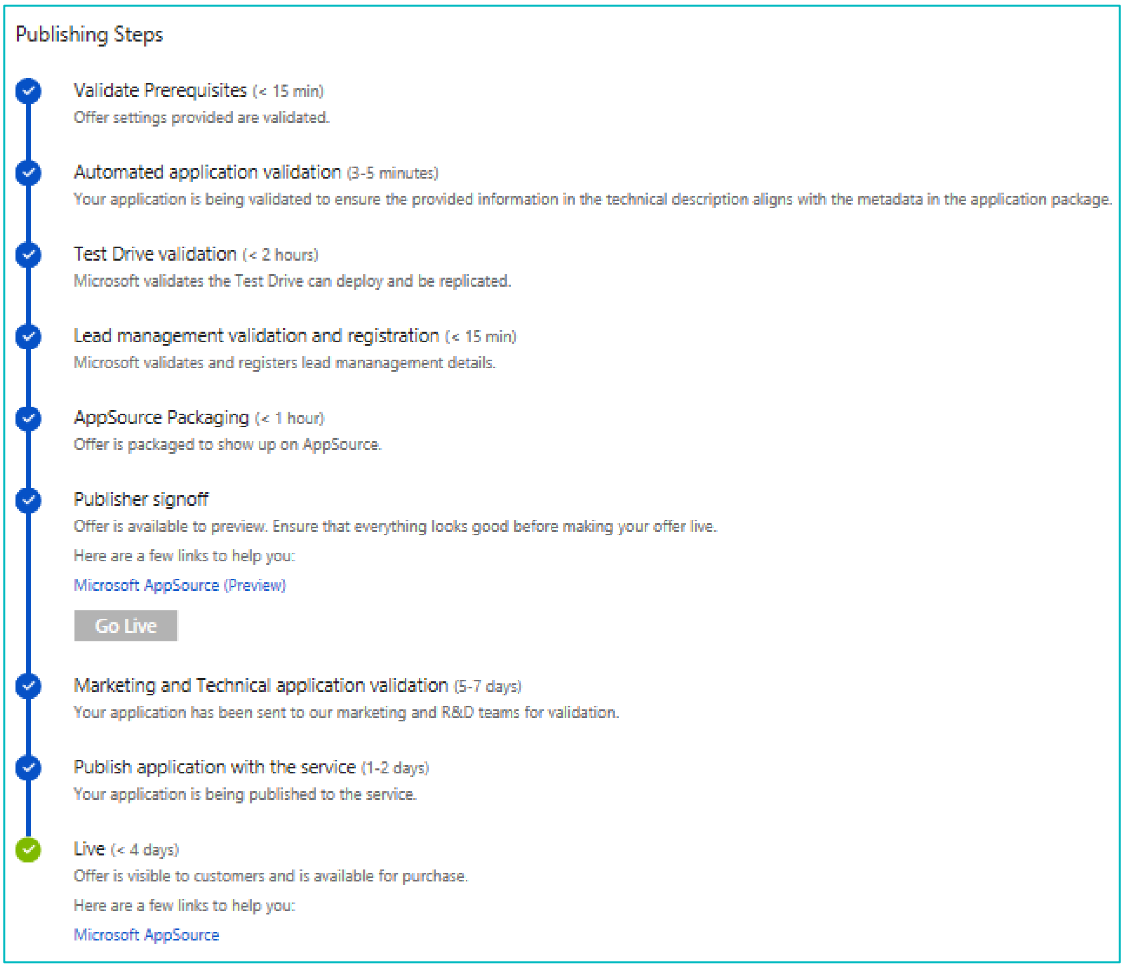
When submitting your new offer in the Cloud Partner Portal it is important that you select the correct app type that you have developed, so we can test it accordingly.

You select a Connect app by going to the **tab called "Technical info"** and then selecting **the button where the package type says "Connect"** (see the blue button in the screenshot below). When clicking this button, a new field opens, where you need to enter the URL to your app installation (cf. this enables us to obtain your Connect application extension package information).



Starting the marketing validation and publication process

Once you have entered all the offer details in the [Cloud Partner Portal] remember to click **"Save".** To start the validation and publication process it is important that you remember to click on the **"Go Live" button** under "Publisher sign off" (see screenshot below). In so doing you sign off on your offer – this will trigger a notification to the marketing team that your offer is ready to be validated.



As a Connect app exists on your proprietary service, this type of offer only needs to go through a marketing validation before it can be published on AppSource.

The marketing validation will be made within 5-7 business days after you have clicked "Go-live".

Why marketing validation is mandatory

The marketing validation is in place to make sure that the customer journey on AppSource is a uniform experience, where customers quickly and easily can get an overview of your offer's functionality, why they can benefit from using it, while also enticing them to learn more and take the necessary actions to start using your offer. Accordingly, to ensure that your listing establishes a good first impression, we carry out a marketing validation of all Business Central apps that are being published on AppSource. This also goes for apps that already are live, if some of the content in their storefront details needs to be edited – in this case they need to be resubmitted for marketing validation as well. Consequently, to be published on AppSource all listings need to pass the marketing validation.

Revalidation process (when your app is live on AppSource)

There are two ways to edit/update elements in your app's storefront details and initiate the re-validation process accordingly. Which one you should use to get your app re-validated depends on which "publication state" your app currently is in at the Cloud Partner Portal – cf. whether it is new or already live. How to go about making edits in your app in both of these states are described in detail below.

New app that isn't available on AppSource yet

When your app isn't live yet – as your current app *submission is either in the process of being validated or has failed validation – its* publication status will appear as "In progress" in the Cloud Partner Portal.

If your app fails validation you need to:

- Contact Ryan Weigel, and ask him to fail your app manually in the system as well, before you upload a new iteration of your submission (where you incorporate the recommendations and blocking criteria that we highlighted in your app's validation results).
- Ryan needs to fail your app in order for your new edits to be re-validated and published.
- When you have received a confirmation from Ryan that he has failed your offer manually, you can proceed to the normal procedure of uploading offer details in the Cloud Partner Portal, and start the re-validating process by.:
    - Going to the Cloud Partner Portal
    - Making the needed changes in the storefront details
    - Click "Save" and "Publish"
    - Wait on the re-validation results

Existing app that already is available and live on AppSource

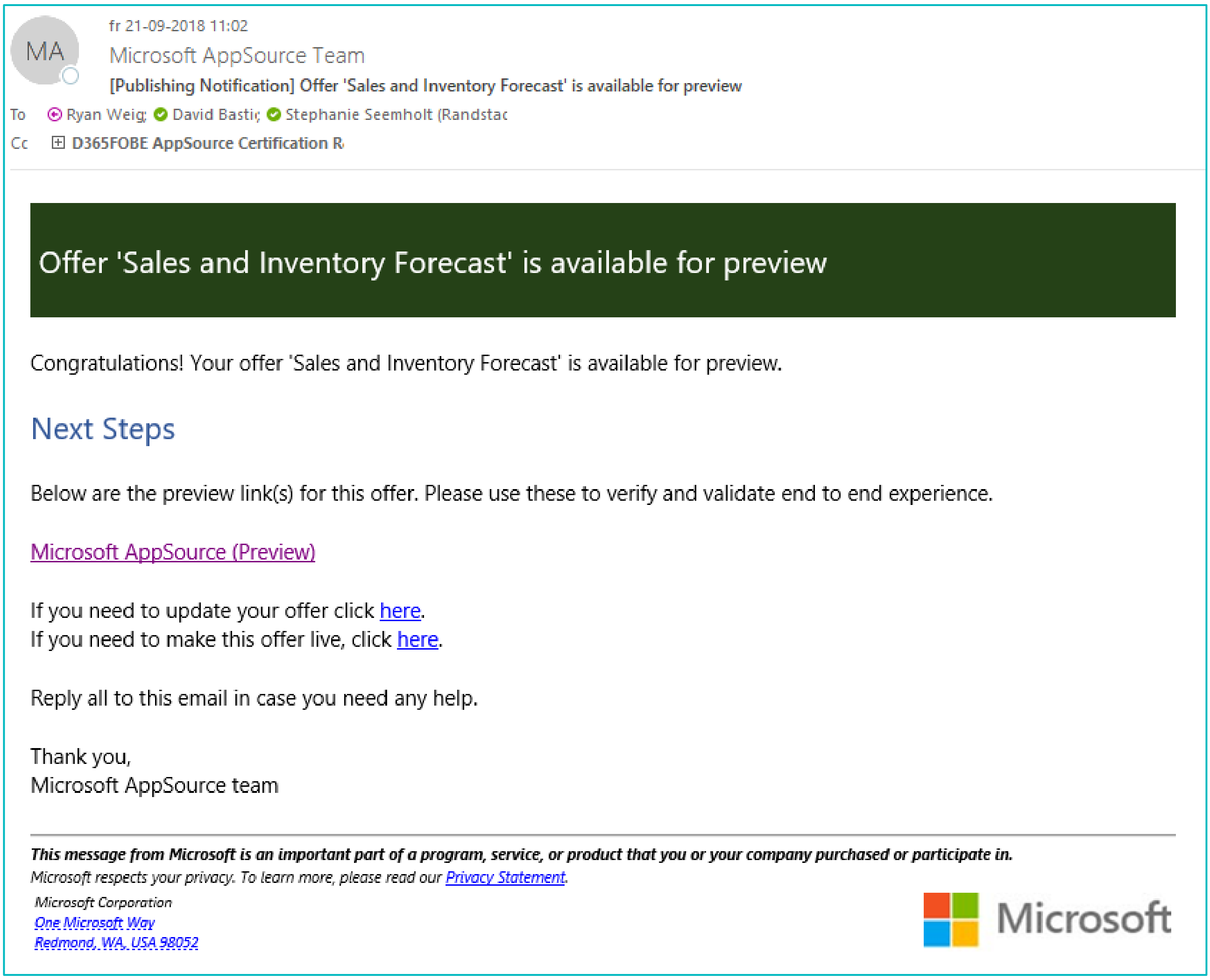
When you have passed all validations, and your app has been published and made available on AppSource, the publication status will change to "Live" in the Cloud Partner Portal.

If you need to edit/update some elements in the storefront details of your app (such as e.g. adding a new whitepaper, new screenshot, new video, new supported editions/countries etc.) you need take the following actions:

- Go to the Cloud Partner Portal
- Make the needed changes in the storefront details
- Click "Save" and "Publish"
- Verify or update the preview of your edits

After having clicked save and publish you will receive the email below, where you get a link that enables you to preview how the edits you have made will be displayed in AppSource.
You need to verify your edits by taking one of the following actions:

- Update your offer again (if you aren't satisfied with the preview)
- Or make the offer live.


MA
fr 21-09-2018 11:02
Microsoft AppSource Team
[Publishing Notification] Offer 'Sales and Inventory Forecast' is available for preview
To Ryan Weig; David Bastiç; Stephanie Seemholt (Randstac
Cc D365FOBE AppSource Certification R

Offer 'Sales and Inventory Forecast' is available for preview

Congratulations! Your offer 'Sales and Inventory Forecast' 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.

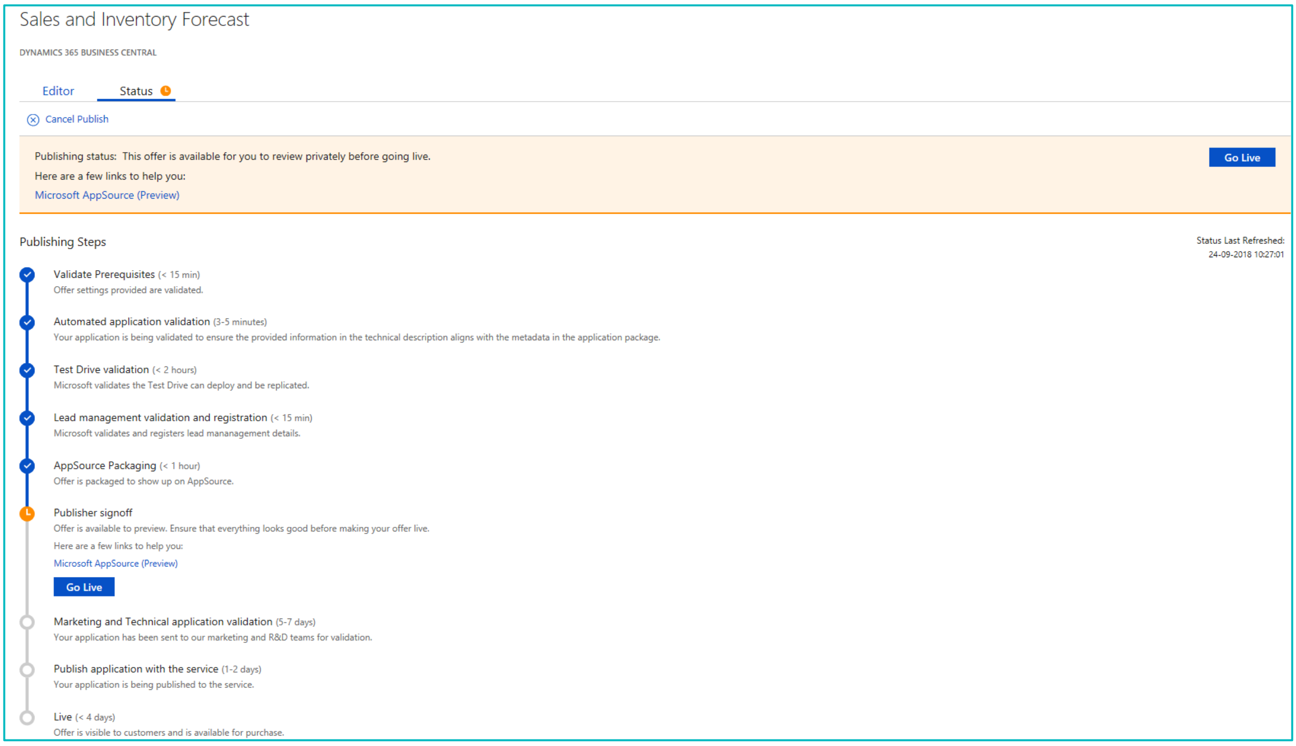
Reply all to this email in case you need any help.

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
Microsoft

If you are satisfied with the edits, then click the "make this offer live" option. When doing this you will be re-directed to your offer in the Cloud partner portal, where you need to confirm and sign off that you want your offer to "go live" again (see screenshot on the next page).

Clicking "go live" will trigger a notification to the marketing teams that there has been created a new iteration of your offer that is ready to be re-validated.



As before, the re-validation will be made within 5-7 business days after you have clicked "Go-live".

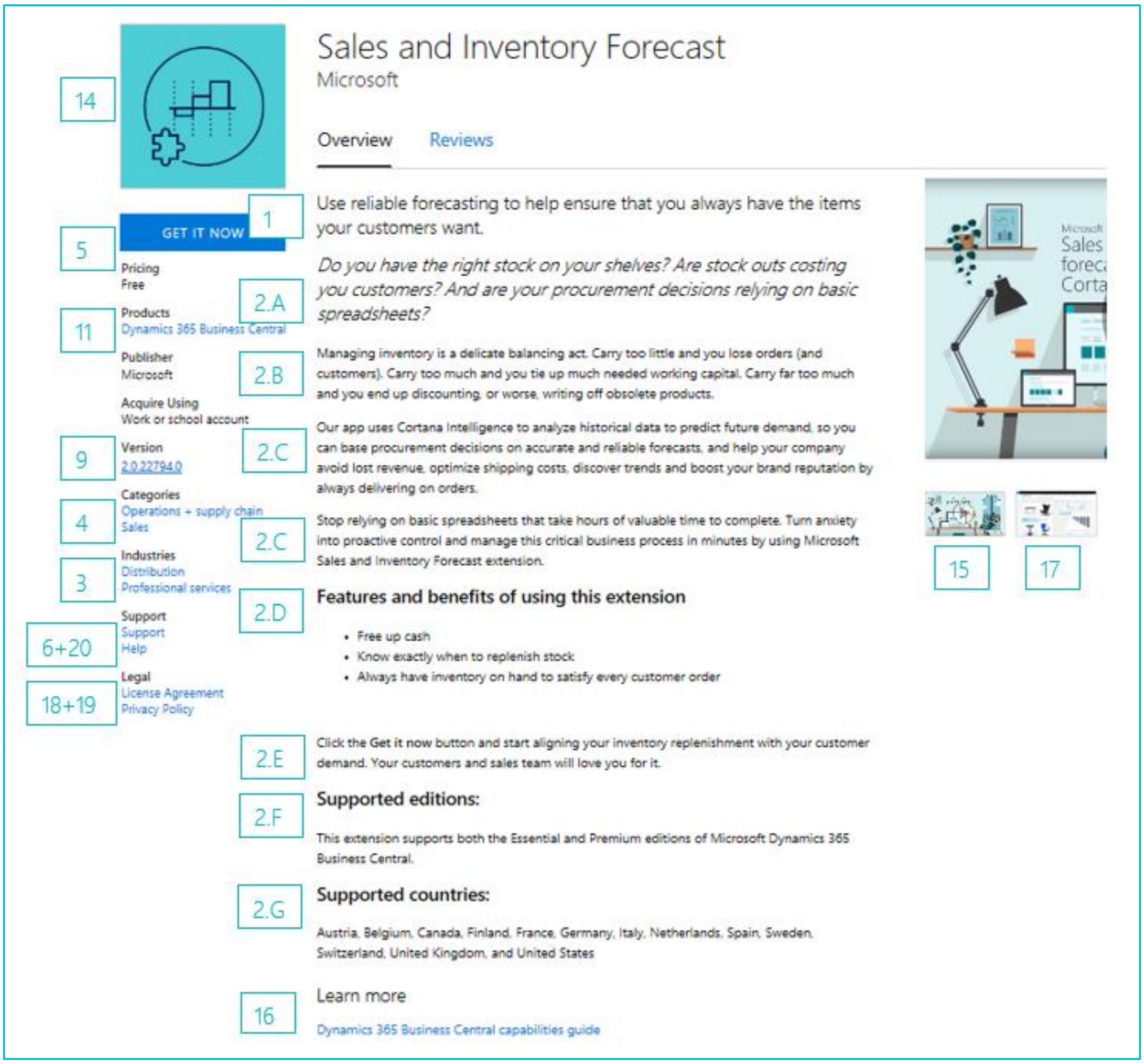
Marketing validation checklists:

Checklist A: Guideline on how to develop the storefront details of your app (best practices)

In the following section, we explain how to market your offer best in AppSource. The storefront details on AppSource is the first impression that prospects get of your offer. First impressions last, so make sure to invest some time in developing the content on the storefront, so it gives off a good impression from the get-go. Failing to do so will jeopardize the hard work you put in, when developing your offer, because if the first impression is bad, then the likelihood of prospects taking action to start using your offer will be reduced significantly. Accordingly, we recommend you to put in both time, effort and due diligence when developing this content. Please print out checklist B and use as your action list.

To ease your experience with **developing the store front details** of your listing, we **have numerated the core elements, as they appear when you upload it in "Storefront Details" tab** at the Cloud Partner Portal.

The image below is an example of what an offering looks like on AppSource, when the storefront details are completed according to best practices. We highly recommend that you review these guidelines.



General requirements: Language, branding and naming

<table>
<tr><th>General requirements</th><th>Description</th><th>Requirements</th></tr>
<tr><td>0.A Language requirements</td><td>
Your app must be in English

English is the de facto language that is used on AppSource to ease the validation process and create a uniform user experience.

For you, this means that both the storefront details of your app, and everything that is accessible through it must be in English too.
This includes: your app's landing page, videos, documentation – such as "Learn more" documents, factsheets, set up instructions, privacy policies, SLAs etc. – as well as help, support- and contact options.

If your app caters to a local language that isn't English, you can improve the user experience by:

Creating a website that has two landing pages (i.e. two language buttons – cf. one in English and one in the given local language). In so doing your customers can switch to the language they master and thus easily be able to find the right docs and contact info.
However, this set up implies that you need to <u>make two versions of all your docs,</u> support options<u> and landing pages.</u>
Note, as mentioned above, everything that is accessible through the Cloud Partner Portal needs to be in English.

Get inspiration on how to create a user-friendly landing page and (cf. see <u>"Checklist C")</u> how Deex Korea Co Ltd has set up their apps landing page to accommodate two languages, and everything that this entails. You can find their landing pages here:

<u>Deex Korea Co Ltd (English version)</u>
<u>Deex Korea Co Ltd (Korean version)</u>

Example of a user freindly landing page that has two language options and is set up in accordance with our best practices:

</td><td>Required</td></tr>
</table>

General requirements	Description	Requirements

0.B Branding
 	
(How to reference the Microsoft brand correctly)
	Be consistent with the branding throughout your communications:
	• **Throughout all your sales-, communication- and marketing materials, all references (spoken and written in videos, docs, app landing page, screenshots, title bars etc.) must refer to the correct branding and UI**, cf. either Microsoft Dynamics 365 or Microsoft Dynamics 365 Business Central.
	
	Make sure to make the right reference from the get go:
	• Based on the new Microsoft Dynamics 365 branding guidelines, **the full name**, **Microsoft Dynamics 365** or **Microsoft Dynamics 365 Business Central**, must be **used in its entirety at first mention at** a page, and at all prominent locations such as titles, headings etc.
	• **Subsequent mentions** can **drop "Microsoft"** and simply just reference **Dynamics 365** or **Dynamics 365 Business Central**. Please reference Microsoft Dynamics 365 branding rules documentation on Microsoft Collaborate.
	
	Don't include Microsoft names, logos or trademarks in your offer
	• **Don't use Dynamics 365 names, logos or trademarks in your offering's**: name, URL, your company name, your social media account names or any other names you might use.
	
	Don't make references to acronyms, old brand names or demo old UIs
	• Don't make any references in any text, screenshots, title bars, Webclient, spoken language in videos, documentation, app landing pages etc. to:
	  ○ **Acronyms: "NAV", "FOBE"** or **"D365"**
	  ○ **Old brands: "for financials", "for Finance & Operations"**
	  ○ **Screenshots and demos of old Dynamics 365 UIs**
	
	Referencing above acronyms, old brand names and old UIs will make your app fail marketing validation promptly.
		Required

<table>
<tr><th>General requirements</th><th>Description</th><th>Requirements</th></tr>
<tr><td>0.C
Offer Name Structure

(What your offer name will look like on AppSource)</td><td>Your offers name on AppSource
• The offer name must be the same as the name you specified in the app manifest.

Applicable naming structures
• When creating a name for your offer, you can use the following two naming structures:
o Name 1: (Your offer name) for Microsoft Dynamics 365
Example: Sales & Inventory Forecast for Microsoft Dynamics 365
o Name 2: Your offer name only
Example: Sales & Inventory Forecast</td><td>Required</td></tr>
<tr><td>0.D
Offer Name

(How to create a good offer name)</td><td>There are many things to consider when creating a relevant and enticing name for your offer.

How to create a strong app name for your offer (Do’s and don’ts)?
• Do’s
o Ideally, your app name should communicate the core value customers will receive and it should not be tied to a specific product
o Benefit-based names are always more effective than descriptive names.
o Use industry specific vocabulary or benefit-based references in your product name if possible – this will increase relevance and conversion rates.
• Don’ts
o Don’t use technology specific messaging as your core product name component.
o Avoid using acronyms that are emotionally meaningless.
o Don’t include Microsoft names and/or trademarks, such as Dynamics or Dynamics 365 in your offering names, URLs, company names, social media account names or any other names you might use.

Key questions to ask yourself when choosing a name for your offer:
• Does my product name convey anything to my prospect? Does it capture the essence of the product and the value it delivers?
• Is it appropriate and appealing to our target audience? Is it short?
• Does the name connect with what our business is about?
• Is it interesting and memorable?
• Does it limit us in any way? How easily will it translate into other languages/cultures?
Is it too much like another product and will it cause market confusion?</td><td>Recommended</td></tr>
</table>

Offer details

Offer Details	Description	Requirements

1. Offer Summary
 	
(How to create a good summary for your offer)
	The summary is the first paragraph that the prospect reads, as it will appear on your app's search page. Hence, make sure that it is clear and concise.
	
	<u>How to structure your summary?</u>
	• The summary should be max. 25 words or 100 characters including spaces, or less.
	• The **summary should summarize the value proposition of your offer in one short and concise sentence.**
	  o The value proposition is a statement of the unique benefits your product delivers to the customer.
	  o If you need help formulating a positioning statement, try the value proposition generator located here.
	• Consider whether or not is relevant (or valuable) to include your offer name in the summary
	  o Don't just state the offer name as an attempt to make it more memorable (names rarely give away any clues to the prospect about the value they will receive by starting to use your offer).
	
	Example:
	Use reliable forecasting to help ensure that you always have the items your customers want.
		Required

Offer Details	Description	Requirements
2. Offer Description (How to format and structure paragraphs in your offer description)	Make an **elaborate and compelling description that outlines the benefits and usage scenarios** of your Dynamics 365 Business Central app. <u>How to structure the paragraphs in your description?</u> Describe WHY customers would need your product and the value they get from using it instead of just writing WHAT your product does. To do so, your description should consist of 6 paragraphs (in the following order): • Introduction paragraph (point 3.A) • Pain based paragraph (point 3.B) • Benefit based paragraph (point 3.C) • Benefits in bullet points paragraph (3.D) • Closing Call to action paragraph (point 3.E) • **Supported editions paragraph** (point 3.F) • **Supported countries paragraph** (point 3.G) By including all of these paragraphs you will provide prospects with a compelling offer that explains them WHY they need to start using it. <u>How to format your description in the Cloud Partner Portal?</u> The right formatting enables prospects to get a quick overview of the value that your offer can give them. Making the description compelling and nice to look at is therefore of key importance. When formatting the description of your offer please consider the following: • **The description can max. be 3000 characters incl. spaces** • **Use simple html tags** when formatting your description to create structured sections that are easy to get an overview of. The following html tags are allowed: o **p, em, ul, li, ol and header tags.** • Structure your description as **small "easily readable" sections with headlines** • List vital benefits as bullet points • Engage prospects by speaking directly to them using second person "you" language.	Required

<table>
<tr><th>Offer Details</th><th>Description</th><th>Requirements</th></tr>
<tr><td>2.A
Offer Description

(Introduction Paragraph)</td><td>To capture (and keep) the interest of the prospects you need to create interest and positive mental acknowledgement from the start. This can be achieved by asking relevant provocative questions that prospects either do not know the answer to or can relate to in the introduction paragraph.

How to structure the content in this paragraph?
• Make a section where you ask provocative questions.
o Speak to a core pain they are likely experiencing that has a negative measurable impact
o The question should stimulate a strong emotional response.

How to format this paragraph?
• Format this section as a headline in itallic.
• Use these html tags:
<h2> section with provocative questions </h2>

Example:
Do you have the right stock on your shelves? Are stock outs costing you customers? And are your procurement decisions relying on basic spreadsheets?</td><td>Recommended</td></tr>
</table>

Offer Details	Description	Requirements
2.B Offer Description (Pain paragraph)	Pain is the most compelling motivator of driving prospects to take action. Therefore, it is of the upmost importance that you communicate WHY your prospects need your product through a "pain-based" paragraph that call out the fears that they are facing. <u>How to structure the content in this paragraph?</u> • Use this paragraph to clearly demonstrate to your prospects that you genuinely understand their industry and unique business problems. • Describe the business challenges they are facing now (pain) and the ways their revenue growth, margins, productivity (desire), and so on are being negatively impacted by not taking action now. • Most importantly, call out the fears that are likely holding them back. • Remind them of the cost (higher risk, lower margins, lost sales) they are experiencing by putting off a decision. In so doing you have a bigger likelyhood of getting the messages through to them and enticing them to take action. <u>How to format this paragraph?</u> • Format this section as a paragraph o Use these html tags: pain paragraph *Example:* *Managing inventory is a delicate balancing act. Carry too little and you lose orders (and customers). Carry too much and you tie up much needed working capital. Carry far too much and you end up discounting, or worse, writing off obsolete products.*	Recommended

Offer Details	Description	Requirements

2.C
Offer Description
 	
(Benefit paragraph)
	Likewise, you should also make a paragraph that describes the most important benefits and rewards that your prospects will realize by using your offer.
	
	<u>How to structure the content in this paragraph?</u>
	• Tell them **what they will gain by using your offer**
	    o **You do not need to tell them how you do it, just what they will gain.**
	    o When describing the potential value in specific, measurable business terms ayou will appeal to both their desire and greed.
	• **Quantify impacts and gains.**
	    o The more specific and concrete your promise of value is, the better. Abstract concepts such as "more efficiency, more productivity, transform your business" are not emotionally impactful or convincing, and they do not compel a prospect to act. Paint a picture of a possible experience that the prospect will immediately desire.
	    o Avoid the temptation of simply listing features and app functionality.
	• **If you make strong claims** in the benefit paragraph, **make sure you support them with proof.**
	
	<u>How to format this paragraph?</u>
	• Format this section as **a paragraph**
	    o Use these html tags:
	    ** ** 1st benefit paragraph** **
	    ** ** 2nd benefit paragraph** **
	
	Example:
	Our app uses Cortana Intelligence to analyze historical data to predict future demand, so you can base procurement decisions on accurate and reliable forecasts, and help your company avoid lost revenue, optimize shipping costs, discover trends and boost your brand reputation by always delivering on orders.
	
	Stop relying on basic spreadsheets that take hours of valuable time to complete. Turn anxiety into proactive control and manage this critical business process in minutes by using Microsoft's Sales and Inventory Forecast extension.
		Recommended

Offer Details	Description	Requirements

2.D
Offer Description
 	
(Benefits as pullet points paragraph)
	<u>How to structure the content in this paragraph?</u>
	Highlight your offers benefits by listing them as bullet points.
	
	<u>How to format this paragraph?</u>
	• Format **headline in bold**
	    o Use these html tags:
	      <h3> Features and benefits <h3>
	• Format **bullet points** as:
	    o Use these html tags:
	
	        1st Bullet point
	        2nd Bullet point
	        3rd Bullet point
	
	Example:
	Features and benefits of using this extension
	• *Free up cash*
	• *Know exactly when to replenish stock*
	• *Always have inventory on hand to satisfy every customer order*
		Recommended

<table>
<tr><th>Offer Details</th><th>Description</th><th>Requirements</th></tr>
<tr><td>2.E
Offer Description

(Closing Call to action paragraph)</td><td>Round off your description with a strong “Closing Call to action” paragraph that urges customers to take action in order to realize your offer’s benefits.

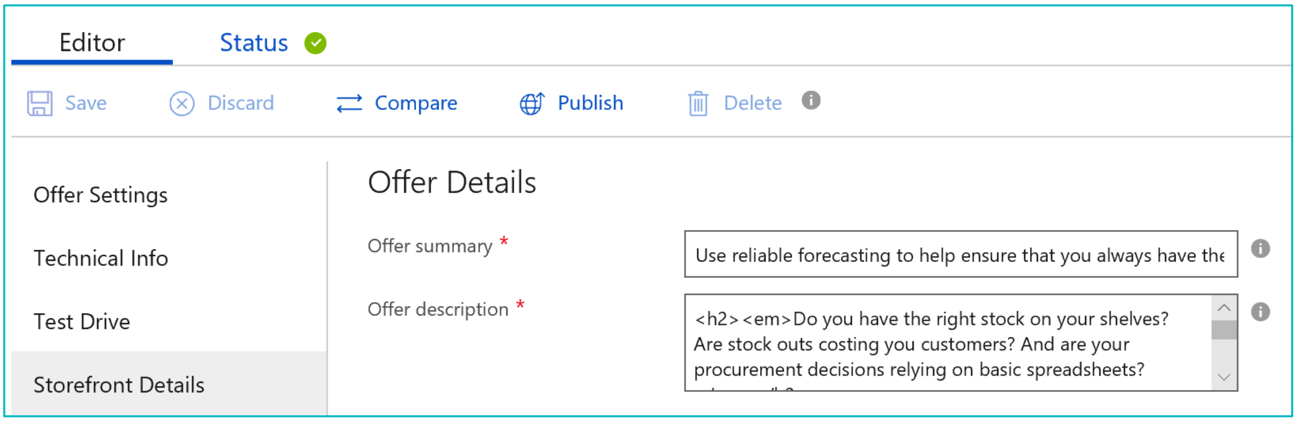
Choose the type of Call to action that you want to include
Calls to actions are active directions to your offer’s: Landing page, a link to a button at the storefront details and/or a “learn more” document
We recommend that you link to both a button and your offer’s unique app landing page in the closing call to action.
<u>How to structure the content in this paragraph?</u>
We recommend that this paragraph is less than 200 words or 1,200 characters.
Insert your chosen call to action(s).
Highlight the action that you want users to take by formatting the wanted action in bold as well as linking to your app’s unique landing page (either through hyperlinking the landing page or including a sentence on “Learn more about us here <u>www.xxxyyyzzz.com</u>”).
<u>How to format this paragraph?</u>
Format this section as a paragraph
Use these html tags:
<p>Click the Get it now button – then insert your closing call to action paragraph here</p>
Example:
Click Get it now and start aligning your inventory replenishment with your customer demand like a pro. Your customers and sales team will love you for it.</td><td>Recommended</td></tr>
</table>

Offer Details	Description	Requirements
2.F Offer Description (Supported editions paragraph)	**Finally, insert a section in the bottom of your description that clearly states which edition(s) your offer supports** (Essentials or Premium edition). <u>How to structure the content in this paragraph?</u> • Create a header 3 in the html tags and make it bold. • Call the header "**Supported editions**". • Include a sentence that lists the edition(s) that your app supports. <u>How to format this paragraph?</u> • Format **headline in bold** o Use these html tags: **<h3>**Supported editions:**</h3>** • Format **the paragraph** o Use these html tags: **<p>**This app supports both the Essential and Premium editions of Microsoft Dynamics 365 Business Central.**</p>** **<p>** *Example:* ***Supported editions:*** *This app supports both the Essential and Premium edition of Microsoft Dynamics 365 Business Central.*	Required

Offer Details	Description	Requirements

2.G
Offer Description
 	
(Supported countries paragraph)
	Finally, insert a section in the bottom of your description that clearly states which countries your app is available in.
	
	Current availability of Dynamics 365 Business Central
	• Available in 19 countries:
	  o **EMEA (14):** AT, BE, CH, DE, DK, ES, FI, FR, IS, IT, NL, NO, SE, UK
	  o **NA (2):** CA, US
	  o **LATAM (1)** MX
	  o **APAC (2):** AU, NZ
	
	How to structure the content in this paragraph?
	• Create a header 3 in the html tags and make it bold.
	• Call the header "Supported countries".
	• Include a sentence that lists the countries that your app is available in.
	
	<u>How to format this paragraph?</u>
	• Format headline in bold
	  o Use these html tags: <h3>Supported countries:</h3>
	• Format the paragraph
	  o Use these html tags: <p>Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Italy, Mexico, Netherlands, New Zealand, Spain, Sweden, Switzerland, United Kingdom and United States</p> </p>
	
	Example:
	Supported countries:
	
	This app is available in: Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Italy, Mexico, Netherlands, New Zealand, Norway, Spain, Sweden, Switzerland, United Kingdom and United States.
		Required

Example of a completed offer summary and offer description in the "Offer details" section of the Cloud partner portal



Below is an enlarged picture of the entire offer description (cf. point 2.A-G) and the html tags used:

```html
<h2><em>Do you have the right stock on your shelves? Are stock outs costing you customers? And are your procurement decisions relying on basic spreadsheets?</em></h2>
<p>Managing inventory is a delicate balancing act. Carry too little and you lose orders (and customers). Carry too much and you tie up much needed working capital. Carry far too much and you end up discounting, or worse, writing off obsolete products.</p>
<p>Our app uses Cortana Intelligence to analyze historical data to predict future demand, so you can base procurement decisions on accurate and reliable forecasts, and help your company avoid lost revenue, optimize shipping costs, discover trends and boost your brand reputation by always delivering on orders.</p>
<p>Stop relying on basic spreadsheets that take hours of valuable time to complete. Turn anxiety into proactive control and manage this critical business process in minutes by using Microsoft Sales and Inventory Forecast app.</p>
<h3><strong>Features and benefits of using this app</strong></h3>
<ul>
<li>Free up cash</li>
<li>Know exactly when to replenish stock</li>
<li>Always have inventory on hand to satisfy every customer order</li>
</ul>
<p> </p>
<p>Click the <strong>Get it now</strong> button and start aligning your inventory replenishment with your customer demand. Your customers and sales team will love you for it.</p>
<h3><strong>Supported editions:</strong></h3>
<p>This app supports both the Essential and Premium editions of Microsoft Dynamics 365 Business Central.</p>
<p>
<h3><strong>Supported countries:</strong></h3>
<p>Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Italy, Netherlands, New Zealand, Spain, Sweden, Switzerland, United Kingdom and United States</p>
</p>
```

Listing details

<table>
<tr><th>Listing details</th><th>Description</th><th>Requirements</th></tr>
<tr><td>3. Industries</td><td>Choose the industries that your offer is best aligned to. If your offer relates to multiple industries you can choose a maximum of 2.

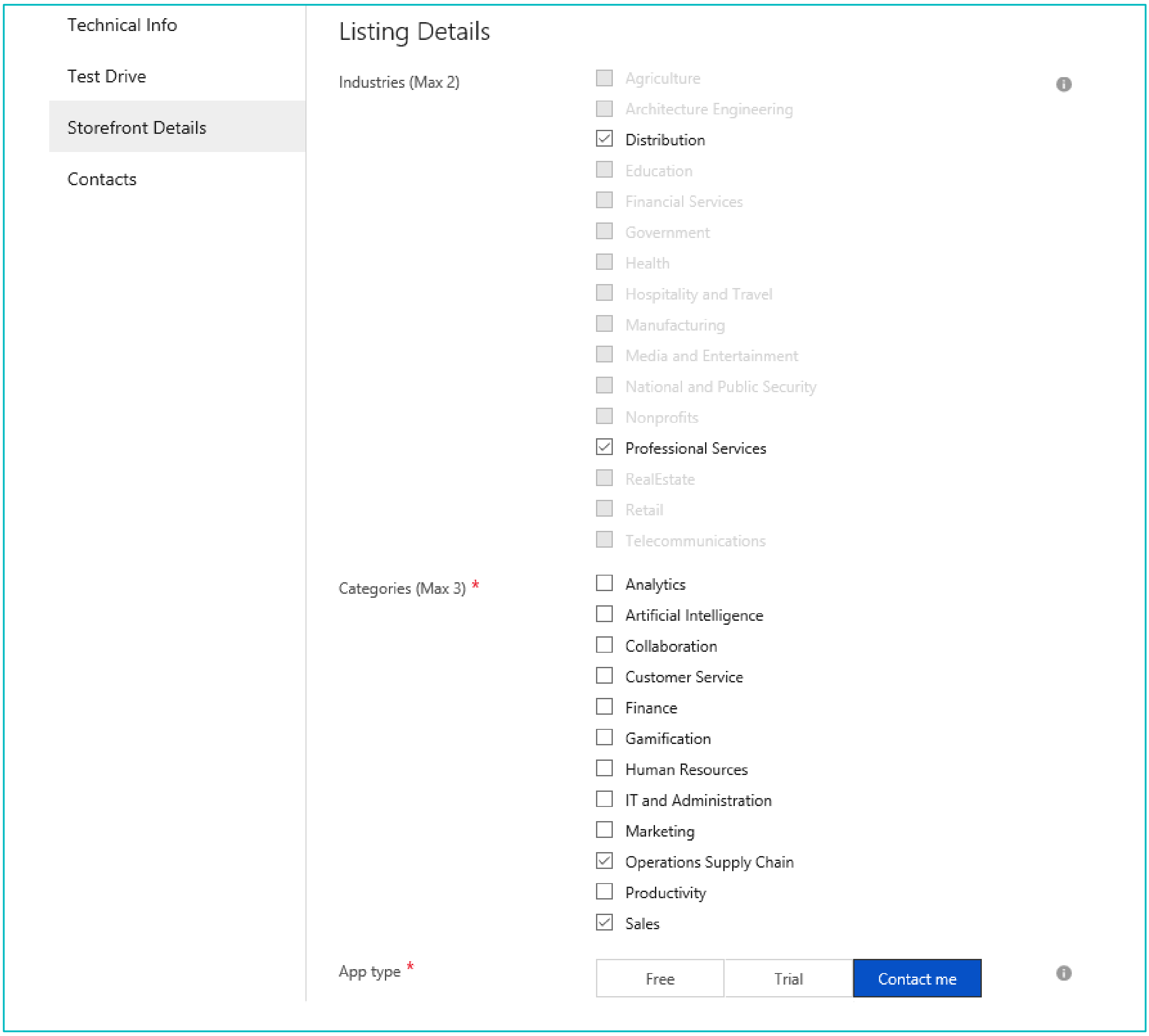
Example:
Distribution, Professional services</td><td>Recommended</td></tr>
<tr><td>4. Categories</td><td>Choose the categories that your offer caters to (max 3)

Example:
Operations Supply Chain, Sales</td><td>Required</td></tr>
<tr><td>5. App type</td><td>Choose which app type your offer is. In the Cloud Partner Portal, you can only choose the option: Contact me. This option will convert to a button in the storefront details of your app.

Option, meaning and button layout in your storefront details:
Contact me
Means customers can request a free trial of your app on AppSource
A CONTACT ME button will appear in the storefront
Note, we recommend that you link to both this button and your offer's unique app landing page in the "Closing call to action" (cf. point 3.E) of your app description.

Example:
Contact me CONTACT ME</td><td>Required</td></tr>
</table>

Example of the completed industries-, categories and app type fields (cf. point 3,4 and 5) in the "Listing details" section of the Cloud partner portal:



<table>
<tr><th>Listing details</th><th>Description</th><th>Requirements</th></tr>
<tr><td>6. Help URL</td><td>You need to provide an URL for a distinct help page where prospects can find different types of online product help. The help page needs to include online documentation that can be used as help.

Formatting
It is a requirement that the help page is written in English.
It is a requirement that all docs at the help page are written in English and are formatted as PDF-files.
There needs to be a clear distinction between the support and the help site. We require two separate pages (i.e. the link to the support and the help page cannot be the same).
Structure
Provide an URL for a distinct help page, where prospects can find different types of online product help.
The help page needs to include online documentation that can be used as help.
Types of online help that you can include on your help page are:
Instructions on set up/how to get started
Links to existing videos and documentation
Links to the most frequently asked questions
Example of a help site that is set up according to our best practices:
Open Door Technology's help page</td><td>Required</td></tr>
<tr><td>7. Supported countries/regions</td><td>Choose which countries your offer supports.

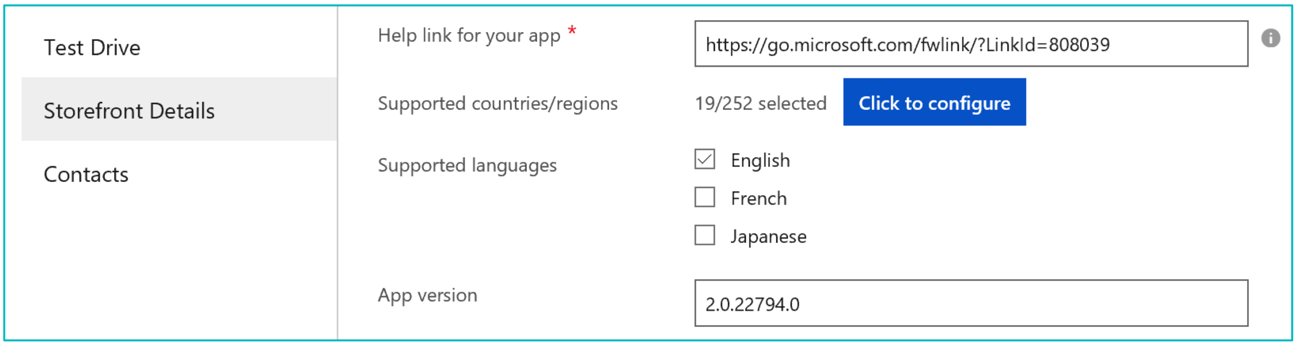
Use the dropdown box to choose which countries your offer supports.

Example:
Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Iceland, Italy, Mexico, Netherlands, New Zealand, Norway, Spain, Sweden, Switzerland, United Kingdom and United States.</td><td>Recommended</td></tr>
<tr><td>8. Supported languages</td><td>Choose which languages your offer supports.

Check the box with all the languages that your app supports. Note, it is mandatory for your offer to support English.

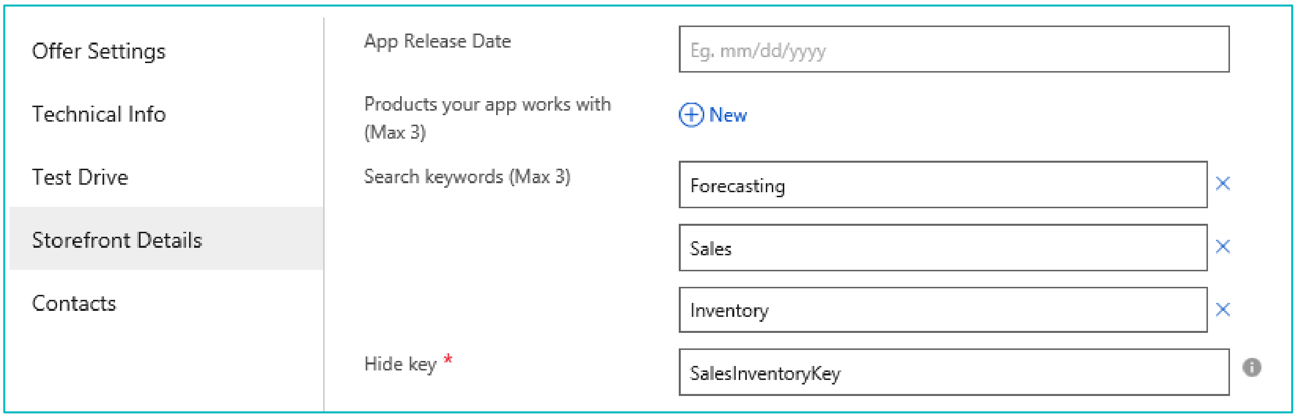
Example:
English</td><td>Recommended</td></tr>
<tr><td>9. App version</td><td>Enter the latest version number of your offer
Example:
2.0.22794.0</td><td>Recommended</td></tr>
</table>

Example of the completed help link-, supported countries/regions-, supported languages and app version fields (cf. point 6,7,8 and 9) in the “Listing details” section of the Cloud partner portal:



Listing details	Description	Requirements
10. App release date	Enter the date (dd/mm/yyyy) when you expect your app to be released or leave this field blank.	Recommended
11. Products your app works with	You do not have to select anything – this field is completed automatically because you are developing an app for Dynamics 365 Business Central. *Example:* *Dynamics 365 Business Central*	Automatic
12. Search keywords	Enter a search keyword for your app (max. 3) *Example of 3 keywords:* *Forecasting, Sales, Inventory*	Recommended
13. Hide key	Enter a secret key that you'll use to preview your offer in AppSource before going live. Note, this isn't a password and can only contain alphanumeric characters. *Example:* *SalesInventoryKey*	Required

Example of the completed app release date-, products your app works with-, search keywords and hide key fields (cf. point 10,11,12 and 13) in the "Listing details" section of the Cloud partner portal:



Marketing artifacts

Marketing artifacts	Description	Requirements

14. Offer logo	Formatting
	• You are required to provide two offer logos on AppSource:
	  o one in 48x48 pixels resolution
	    ▪ for your app's search page
	  o one in 216x216 pixels resolution
	    ▪ for your app's details page
	• Both logos needs to be uploaded as .png images
	
	Structure
	• Your **logo should be designed and optimized for a digital medium**, not a traditional print based logo.
	  o Monitors emit light and paper absorbs light.
	  o Make sure you change the format, as you don't want to end up with weird, inaccurate color representation.
	• Color calibration across devices can affect the look and feel of your app:
	  o All colors can be achieved by merging **RGB** (red, green, and blue) light, but monitors display only a limited range of the visible spectrum at a low-medium resolution, usually 72-75 dots per inch.
	  o **Print production** usually requires a four-color process **CMYK** (cyan, magenta, yellow, black) in high resolution of at least 300 dpi.
		Required

14.A Offer logo for your app's search page (.png, 48x48 pixels)	1 offer logo for your app's search page: • 48x48 pixels resolution • .png image	Required
14.B Offer logo for your app's details page (.png, 216x216 pixels)	1 offer logo for your app's details page: • 216x216 pixels resolution • .png image	Required

<table>
<tr><th>Marketing artifacts</th><th>Description</th><th>Requirements</th></tr>
<tr><td>15. Videos</td><td>Pictures tell more than a 100 words – make sure to leverage this when promoting your offer.
Large amounts of information are easier to take in when visualized. Using videos that demo your offer are therefore ideal to create intertest and enable prospects to learn more about your offer quickly. On AppSource videos will play when customers select the associated video thumbnail on your app's details page.

Formatting and General requirements (cf. section 0.A-D) to keep in mind when creating videos:

A minimum of one video is recommended (up to a maximum of 5 are permitted).
Language in videos can be either local or English
Note, videos made in local language must have subtitles in English.
Make the right references from the get go:

Only include screenshots & demo of the newest UI.
Reference Microsoft's brand names correctly:
Only refer to Microsoft Dynamics 365 or Microsoft Dynamics 365 Business Central.
Don't make references to acronyms, old Dynamics 365 brand names/logos or demo old UIs.
Don't include logos or trademarks in your video.

Structure

Choose the type of videos that you want to include

You can create 4 different types of marketing videos:

"Why" videos
"How & What" videos
"Getting Started" videos
Customer testimony" videos

See guidelines on how to best structure the 4 above mentioned videos (and why it is crucial to incorporate them) in "Checklist D".

Example of a video that is set up according to our best practices:
A "How and What product video" from Open Door Technology</td><td>Recommended</td></tr>
</table>

Marketing artifacts	Description	Requirements

15. Videos	How to upload video(s) to the Cloud Partner Portal?
	When uploading a video in the in the Cloud Partner Portal you need to provide the following:
	• A name for your video (cf. customers will see this name on your app's details page)
	• An URL to a YouTube or Vimeo video
	  o The video URL must be either a YouTube or Vimeo link that is able to be played using an embedded experience.
	• A thumbnail image
	  o Upload only a .png image with resolution 1280x720.
	  o Don't add a 'Play' icon to the thumbnail; this will be added automatically in AppSource.
	  o Note, on AppSource videos will play when customers select the associated video thumbnail on your app's details page.
	
	Example:
	URL to YouTube video *Thumbnail image*
	How Cortana helps manage inventory in Dynamics 365 Business Central 
		Recommended

<table>
<tr><th>Marketing artifacts</th><th>Description</th><th>Requirements</th></tr>
<tr><td>16. Documents

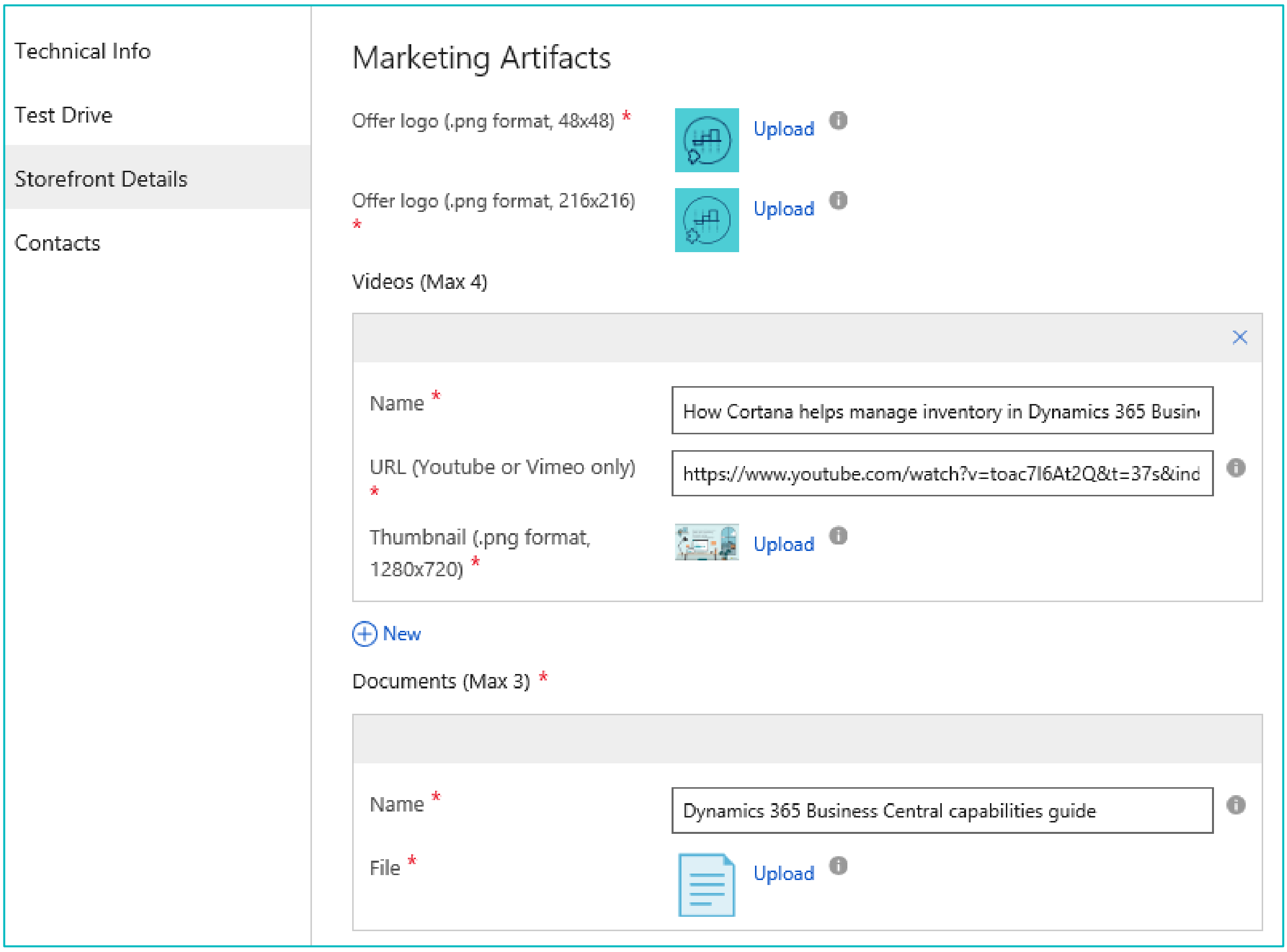
(Learn more documents)</td><td>Enable prospects to learn more about your offer by adding supporting sales and marketing assets in the “learn more” section of the storefront details.

Formatting
• A minimum of one document is required (up to a maximum of 3 are permitted).
• It is a requirement that all docs are written in English and are formatted as PDF-files.
• We recommend you to add the link to your app landing page to all your documents.

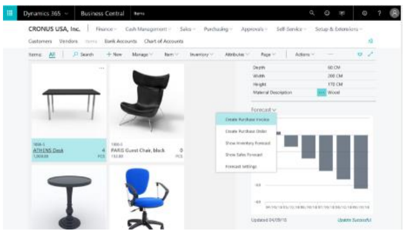
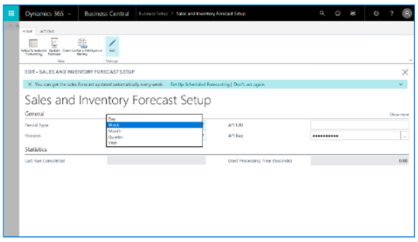
Structure
• Think wisely about what content you include in the learn more section. Don’t sell, educate the prospect:
  o Don’t just include a description of your offer here – the prospect has already read the description in the store front details in AppSource and has shown an interest in your offering by clicking on the learn more item – don’t discourage this interest by repeating something that they already know.
  o Instead, use this opportunity to show them something new that entices their interest to start using your offer even more.
• Examples of Sales and marketing docs you can include as your “Learn more” assets are:
  o Set up instructions, customer reviews, marketing materials, white papers, brochures, check lists, PowerPoints etc.
  o A unique offer landing page

When uploading a document in the in the Cloud Partner Portal you need to provide the following:
• A name for your document (cf. customers will see this name on your app's details page)
• Upload the doc you want to include in your storefront details</td><td>Required</td></tr>
</table>

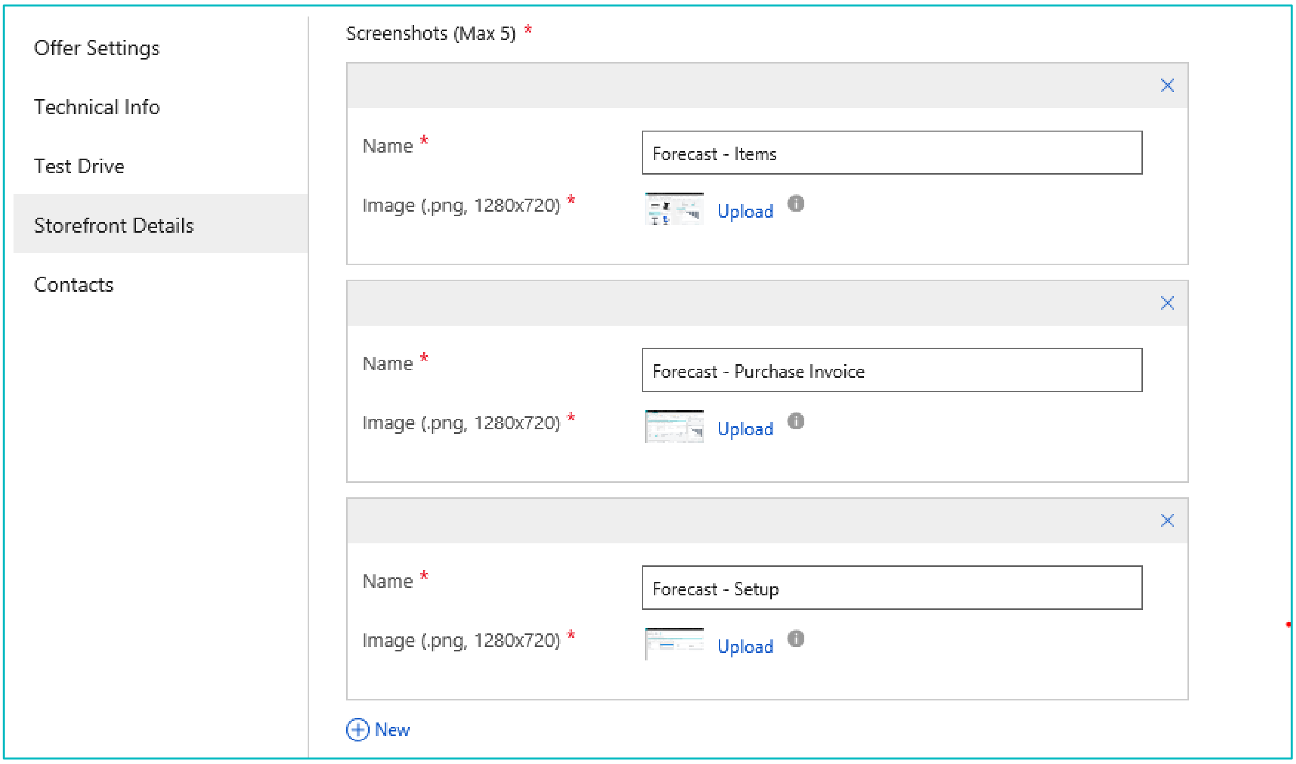
Example of the completed offer logo-, videos and documents fields (cf. point 14,15 and 16) in the "Marketing artifacts" section of the Cloud partner portal:



Marketing artifacts	Description	Requirements
17. Screenshots	Pictures speak more directly to our brain than words. Your screenshots should therefore clearly demonstrate the claims you make and the functionality of your offer. Formatting • A minimum of 3 screenshots are required (up to a maximum of 5 are permitted). • Use images that demos your offer in Dynamics 365 Business Central and if possible, what problem your offer is solving. • Choose the proper image format to use: o Screen portraits ▪ Can be more effective than screenshots because you can design annotations in them. o Screenshots ▪ Require super-imposing, which can be clumsy and confusing. Also, screenshots lose readability when reduced in size Structure • Upload only .png images with a resolution on 1280 x 720 px. • Examples of different types of images that you can include to to visually demonstrate claims made are: o Infographics, tables, charts, dashboards etc. • Use screenshots that includes realistic demo data and tell a compelling story o Use visual images that highlights and demonstrates the key competitive differential between your product and others. o Our brains love contrast, so use comparisons if you can (i.e. screenshots of "before" and "after" using your offer).  • Choose key visual elements to highlight rather than including a full screen of distracting, irrelevant content.  o Graphic dashboards are optimal. o Zoom in on differentiation aspects. • Don't use small fonts, as small fonts that require squinting. • Don't include screenshots from the Winclient – only use screenshots from the Webclient and the Dynamics 365 Business Central UI.	Required

Marketing artifacts	Description	Requirements
17. Screenshots	When uploading a screenshot in the in the Cloud Partner Portal you need to provide the following: • A name for your screenshot (Customers will see this name on your app's details page) • An URL to a YouTube or Vimeo video o The video URL must be either a YouTube or Vimeo link that is able to be played using an embedded experience. • Upload only a .png image with resolution 1280 x 720. *Example:* *Dashboard* *Set up instructions*  	Required

Example of the completed screenshot fields (cf. point 17) in the "Marketing artifacts" section of the Cloud partner portal:



Legal

Legal	Description	Requirements
18. Privacy policy URL	**Formatting** • It is a requirement that the privacy policy page is written in English. **Structure** • You need to provide an URL for your app's privacy policy page where prospects can find information on **how you handle their data.** **How to upload your privacy policy to the Cloud Partner Portal?** • Enter the URL to your app's privacy policy page. *Examples of policies that are set up according to our best practices:* *Plumbline Consulting's privacy policy* *EOS Solutions' privacy policy*	Required

19. Terms of use (license agreement)	**Formatting**
	• It is a requirement that your license agreement and terms of use are written in English.
	
	Structure
	• You need to provide an URL for a distinct page with your license agreement, where prospects can find information on the terms of use of your app.
	• AppSource customers are required to accept these terms before they can try your app.
	
	How to upload your terms of use to the Cloud Partner Portal?
	• You can upload your terms of use in two different ways:
	  o provide an URL
	  o enter the terms of use in directly in the designated field (note, you can copy/paste directly from a doc) though you need to apply html tags
	
	Example of a license agreement that is set up according to our best practices):
	Plumbline Consulting's license agreement
		Required

Example of the completed screenshot fields (cf. point 18 and 19) in the "Legal" section of the Cloud partner portal)

Customer Support

Customer support	Description	Requirements

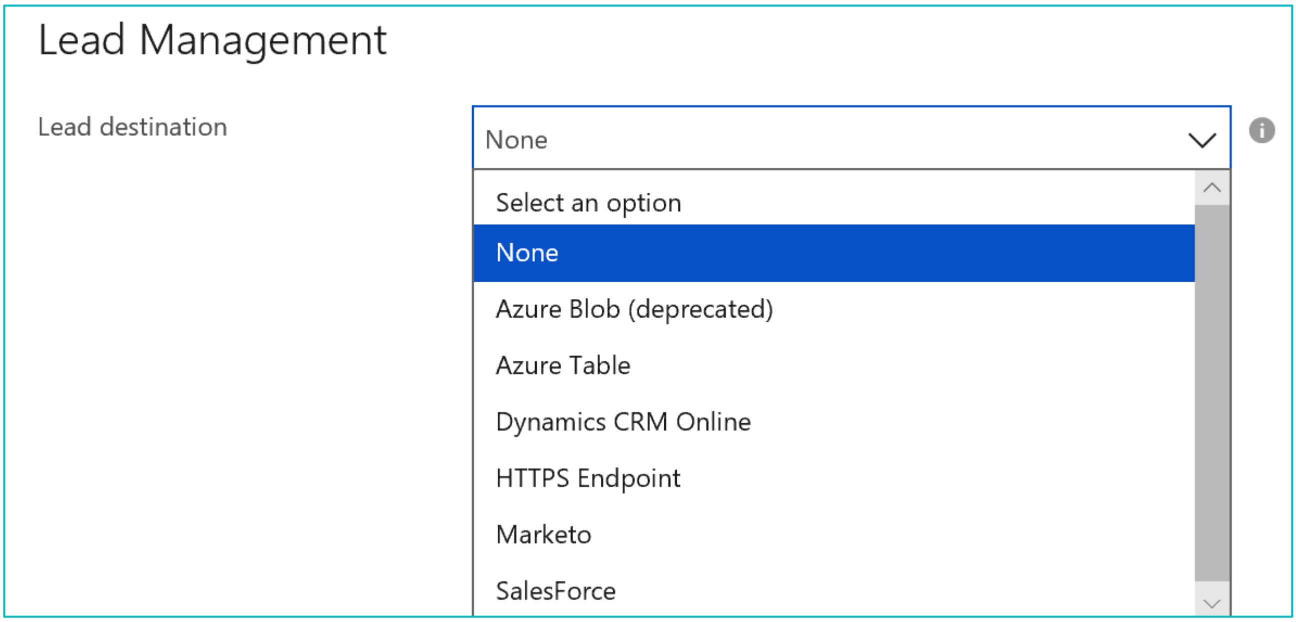
20. Support URL	Formatting
	• It is a requirement that the support page is written in English.
	• It is a requirement that you provide different (i.e. more than two) contact options on your app landing page.
	• There needs to be a clear distinction between the support and the help site. We require two separate pages (i.e. the link to the support and the help page cannot be the same).
	
	Structure
	• You need to provide an URL for a distinct support page where prospects can find **different contact options.**
	• The support page needs to include the following contact options and docs:
	  o Email
	  o Phone number
	  o Live-chat (if possible)
	  o Address
	  o Defined service level agreements (SLAs).
	
	How to upload your support page to the Cloud Partner Portal?
	• Enter the URL to your app's support page.
	
	Example of a support site that is set up according to our best practices: *Sana Commerce's support page*
		Required

Example of the completed screenshot fields (cf. point 20) in the "Customer Support" section of the Cloud partner portal:

Lead Management

Lead Management	Description	Requirements
21. Lead destination	Select the system (from the dropdown menu) where your leads will be stored. Learn how to [connect your CRM system here.]() Choose which contact options that you want to include • None • Azure table • Dynamics CRM Online • HTTPS Endpoint • Marketo • SalesForce	Recommended

Example of the completed screenshot fields (cf. point 21) in the "Customer Support" section of the Cloud partner portal:



Checklist B: The printable summarized marketing validation checklist (your action list)

The below table is a printable checklist for you to go over, and check off, while developing your offer's storefront details and sales landing page. **Please note, "Checklist B" summarizes key points from "Checklist A" that will be evaluated during the Marketing validation process of your app.** Hence, if you need more elaborate explanations in relation to creating these details of your offer's storefront in the Cloud Partner Portal, please reference "Checklist A".

<table>
<tr><th>Your action list (Completing Storefront details)</th><th>Status</th></tr>
<tr><td>0.A Language Requirements
English is the de facto language that is used on AppSource.
For you, this means that both the storefront details of your app, and everything that is accessible through it must be in English too. This includes: your app's landing page, videos, documentation – such as "Learn more" documents, factsheets, set up instructions, privacy policies, SLAs etc. – as well as help, support- and contact options.
Referencing other languages will make your app fail marketing validation promptly.</td><td></td></tr>
<tr><td>0.B Branding

DO
Be consistent with the branding throughout your communications:
Make sure that all references (spoken and written in videos, docs, app landing page, screenshots, title bars etc.) refers to the correct branding and UI, cf. either Microsoft Dynamics 365 or Microsoft Dynamics 365 Business Central, throughout all your sales-, communication- and marketing materials.
Make sure to make the right reference from the get go:
Use the full name, Microsoft Dynamics 365 or Microsoft Dynamics 365 Business Central in its entirety at first mention at a page, and at all prominent locations such as titles, headings etc.
DON'T
Don't include Microsoft Dynamics 365 names, logos or trademarks in your offer
Don't make references to acronyms or old brand names
<u>Don't</u> make any references in any text, screenshots, title bars, Webclient, spoken language in videos, documentation, app landing pages etc. to: "NAV", "for financials", "for Finance and Operations", "FOBE" or "D365"
Referencing these acronyms and old brand names will make your app fail marketing validation promptly.</td><td></td></tr>
<tr><td>0.C Offer name structure
The offer name must be the same as the name you specified in the app manifest.
Use the following naming structure: (Your app name) for Microsoft Dynamics 365.</td><td></td></tr>
</table>

Your action list (Completing Storefront details)	Status
1. Offer Summary • The summary should be max. 25 words or 100 characters including spaces, or less. • The summary should summarize the value proposition of your offer in one short and concise sentence.	
2. Offer Description Formatting • The description can max. be 3000 characters incl. spaces • Use simple html tags in your description • Structure your description as small "easily readable" sections with headlines • List vital benefits as bullet points • Engage prospects by speaking directly to them using second person "you" language. Structure Describe WHY customers would need your product and the value they get from using it instead of just writing WHAT your product does. To do so, your description should consist of 6 paragraphs (in the following order): • Introduction paragraph (point 3.A) • Pain based paragraph (point 3.B) • Benefit based paragraph (point 3.C) • Benefits in bullet points paragraph (3.D) • Closing Call to action paragraph (point 3.E) • Supported editions paragraph (point 3.F) • Supported countries paragraph (point 3.G) By including all of these paragraphs you will provide prospects with a compelling offer that explains them WHY they need to start using it.	
5. App type • Choose the app type your offer is: *"Contact me"*. • This option will convert to a button in the storefront details of your app: "*Contact me*". • Encourage user action by linking to both the chosen app type/button and your offer's unique app landing page in the **"Closing call to action" (cf. point 3.E)** of your app description.	
6. Help URL Formatting • It is a requirement that the **help page** is written in English. • It is a requirement that **all docs at the help page** are written in English and are formatted as PDF-files. • There needs to be a clear distinction between the support and the help site.	

Your action list (Completing Storefront details)	Status
◦ We require two separate pages (i.e. the link to the support and the help page cannot be the same). Structure • Provide an URL for a distinct help page, where prospects can find different types of online product help. • The help page needs to include online documentation that can be used as help. ◦ Types of online help that you can include on your help page are: ▪ Instructions on set up/how to get started ▪ Links to existing videos and documentation ▪ Links to the most frequently asked questions *Example of a help site that is set up according to our best practices:* *Open Door Technology's help page*	
14. Offer logo Formatting • You are required to provide two offer logos on AppSource: ◦ one in 48x48 pixels resolution (for your app's search page) ◦ one in 216x216 pixels resolution (for your app's details page) • Both logos needs to be uploaded as .png images Structure • Your logo should be designed and optimized for a digital medium, not a traditional print based logo. • Use RGB for the optimal color calibration.	
15. Videos Formatting and General requirements (cf. section 0.A-D) • A minimum of one video is recommended (up to a maximum of 5 are permitted). • Language in videos can be either local or English ◦ Note, videos made in local language must have subtitles in English. • Your video(s) URL must be either a YouTube or Vimeo link that is able to be played using an embedded experience. • Make the right references from the get go: ◦ Only include screenshots & demo of the newest UI. ◦ Reference Microsoft's brand names correctly: ▪ Only refer to Microsoft Dynamics 365 or Microsoft Dynamics 365 Business Central. ◦ Don't make references to acronyms, old Dynamics 365 brand names/logos or demo old UIs. ◦ Don't include logos or trademarks in your video.	

Your action list (Completing Storefront details)	Status

Structure
• You can create 4 different types of marketing videos:
  o "Why" videos
  o "How & What" videos
  o "Getting Started" videos
  o Customer testimony" videos
    ▪ See guidelines on how to best structure the 4 above mentioned videos (and why it is crucial to incorporate them) in "Checklist D".
• For each video you upload to your app's storefront details in Cloud Partner Portal you need to provide the following:
  o A name for your video (cf. customers will see this name on your app's details page)
  o An URL to a YouTube or Vimeo video
  o A thumbnail image
    ▪ Upload only a .png image with resolution 1280 x 720.
    ▪ Don't add a 'Play' icon to the thumbnail; this will be added automatically in AppSource.
 	
Example of a video that is set up according to our best practices:
A "How and What product video" from Open Door Technology	

16. Documents
 	
Formatting
• A minimum of 1 document is recommended (up to a maximum of 3 are permitted).
• It is a requirement that all docs are written in English and are formatted as PDF-files.
• We recommend you to add the link to your app landing page to all your documents.
 	
Structure
• Think wisely about what content you include in the learn more section – i.e. Don't sell, educate the prospect:
  o Don't just include a description of your offer here and discourage interest by repeating something that they already know.
  o Instead, use this opportunity to show them something new that entices their interest to start using your offer even more.
• Examples of Sales and marketing docs you can include as your "Learn more" assets are:
  o White papers, brochures, check lists, set up instructions, PowerPoints etc.
  o Unique offer landing page
 	
• For each document you upload to your app's storefront details in Cloud Partner Portal you need to provide the following:
  o A name for your document (cf. customers will see this name on your app's details page)
  o Upload the doc you want to include in your storefront details	

Your action list (Completing Storefront details)	Status

17. Screenshots
 	
Formatting
• A minimum of 3 screenshots is required (up to a maximum of 5 are permitted).
• Use images that demos your offer in Dynamics 365 Business Central and if possible, what problem your offer is solving.
 	
Structure
• Upload only .png images with a resolution on 1280 x 720 px.
• Examples of different types of images that you can include to to visually demonstrate claims made are:
    o Infographics, tables, charts, dashboards etc.
• For each image you upload to your app's storefront details in Cloud Partner Portal you need to provide the following:
    o A name for your screenshot (Customers will see this name on your app's details page)
    o An URL to a YouTube or Vimeo video	

18. Privacy Policy Formatting • It is a requirement that the **privacy policy page** is written in English. Structure • You need to provide an URL for an active privacy policy page where prospects can find **information on how you handle their data**. *Examples of privacy policies set up after our best practices:* *Plumbline Consulting's privacy policy* *EOS Solutions' privacy policy*	
19. Terms of use (license agreement) Formatting • It is a requirement that your **license agreement** and **terms of use are** written in English. Structure • You need to provide an URL for a distinct page with your license agreement, where prospects can find **information on the terms of use.** *Example of terms of use set up after our best practices:* *Plumbline Consulting's license agreement*	
20. Support URL Formatting • It is a requirement that the support page is written in English. • It is a requirement that you provide **different (i.e. more than two) contact options** on your app landing page.	

Your action list (Completing Storefront details)	Status

• There needs to be a clear distinction between the support and the help site. We require two separate pages (i.e. the <u>link to the support and the help page cannot be the same</u>).
 	
Structure
• You need to provide an URL for a distinct support page where prospects can find different contact options.
• The support page needs to include the following contact options and docs:
  o Email
  o Phone number
  o Live-chat (if possible)
  o Address
  o Defined service level agreements (SLAs).
 	
Example of a support page that is set up after our best practices
Sana Commerce's support page	

Your action list (Publication, Revalidation and Landing page)	Status
Publication • Once you have entered all the offer details in the Cloud partner portal remember to click **"save"** and **"Go live"** – This will trigger the validation and publication process. • The marketing validation will be made within 5-7 days after you have clicked "Go-live".	

Revalidation
New app that isn't available on AppSource yet
When your app isn't live yet and it *failed validation the* publication status will appear as "In progress" in the Cloud Partner Portal). In this case you will need to take the following actions:
• Contact Ryan Weigel and ask him to fail your app prior to uploading your new edits.
  o Go to the Cloud Partner Portal
  o **Make the needed changes in the storefront details (i.e. incorporate the recommendations and blocking criteria that we highlighted in your app's validation results in the new iteration of your offer).**
  o Click "**Save**" and "**Publish**"
  o Wait on the re-validation results
 	
Existing app that already is available and live on AppSource
If you at some point – after your app has been made available on AppSource, and the publication status has changed to "Live" – need to do some edits in the storefront details of your app (such as e.g. adding new marketing and sales materials, new videos, new screenshots etc.) you need to take the following actions:
• Go to the Cloud Partner Portal
• Make the needed changes in the storefront details
• Click **"Save"** and **"Publish"**
• **Verify or update your offer** (to trigger the re-validation and re-publication process).	

Your action list (Publication, Revalidation and Landing page)	Status

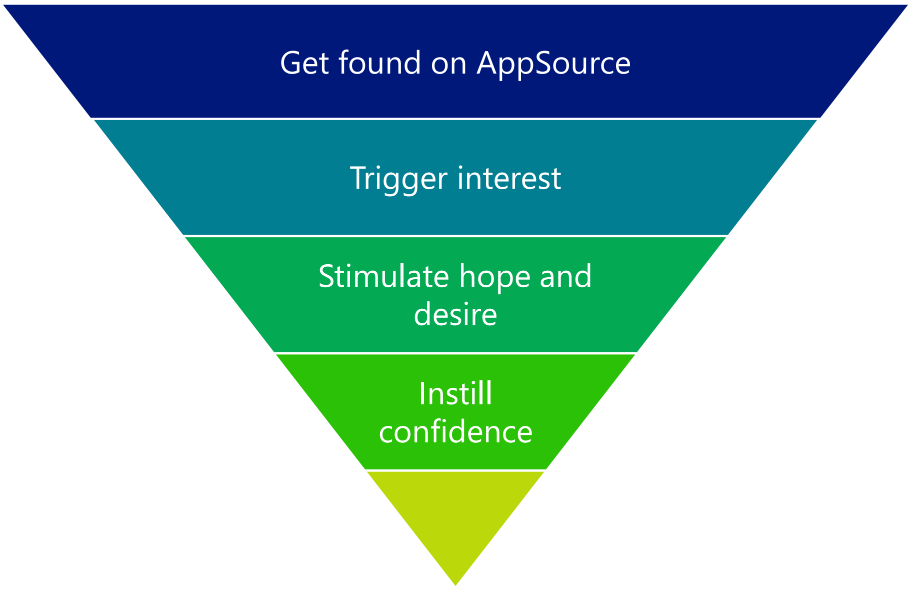
Unique offer landing page
• Create a good sales landing page for your app that entices customers to use it (see "Checklist C").
• Create a website that has two landing pages (i.e. two language buttons – cf. one in English and one in the given local language). In so doing your customers can switch to the language they master and thus easily be able to find the right docs and contact info by a shift of a button.
    o This set up implies that you need to make two versions of all your docs, support options and landing pages.
    o Note, as mentioned earlier in "Checklist A", everything that is accessible through the Cloud Partner Portal needs to be in English.
• See how Deex Korea Co Ltd has set up their landing page to accommodate two languages on their website here.	

Checklist C: Guideline on creating an effective Sales Landing page for your app

Building a landing page that drives a successful buying transaction

Microsoft will drive qualified traffic to AppSource. Though, once a prospect becomes aware of your app, it will be your job to guide them through to a successful buying transaction. Deliberately mapping and architecting the buying journey is critical to ensure a high level of engagement and conversion. Only presenting your app's features and functionality, or just providing a free trial, will not ensure prospects will become buyers. For this you need to have a good landing page that is built to help you capture attention, accelerate your customer acquisition process, and drive buying behavior.
The recommendations in this chapter, cf. **"Checklist C"**, will help you do so.

Your app landing page should be built to move prospects effectively through the following stages:



Accommodating more languages than English

English is the de facto language that is used on AppSource to ease the validation process and create a uniform user experience.

For you, this means that **both the storefront details of your app, and everything that is accessible through it must be in English too**.

- This includes: your app's landing page, videos, documentation – such as "Learn more" documents, factsheets, set up instructions, privacy policies, SLAs etc. – as well as help, support- and contact options.

If your app caters to a local language that isn't English, you can improve the user experience by:

- **Creating a website that has two landing pages (i.e. two language buttons** – cf. one in English and one in the given local language). In so doing your customers can switch to the language they master and thus easily be able to find the right docs and contact info by a shift of a button.

- However, this set up implies that you need to make two versions of all your docs, support options and landing pages.
- Note, as mentioned earlier in "Checklist A" everything that is accessible through the Cloud Partner Portal needs to be in English.

Below you can see how **Deex Korea Co Ltd** has set up their apps landing page to accommodate two languages, and everything that this entails. We recommend that you use it as inspiration on how to create a user-friendly landing page. If you click on the pictures you will be re-directed to their two respective landing pages.

Example of Deex Korea Co Ltd.'s user-freindly landing pages that accomodates two language options and is set up in accordance with our best practices:

Examples of how other partners have implemented our best practices

To inspire you in creating a good landing page for your app, two of our valued partners, **LS Retail** and **Industry Built**, have offered to provide a sample of what a best practice landing page for a Microsoft Dynamics 365 Business Central partner could look like.

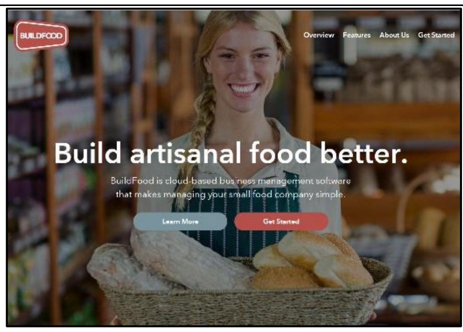
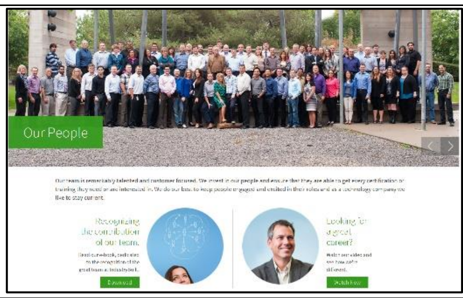
Have a look at their app landing pages and use them as inspiration to build your own landing page:
Industry Built's Build Food app
LS Retail's LS Express Start app

In the following checklist, we have "broken down" the elements, on their landing pages in order to showcase best practices on design and messaging. More specifically, we are looking into layout and structure elements, content elements, visual elements, anxiety reducing elements and support elements.

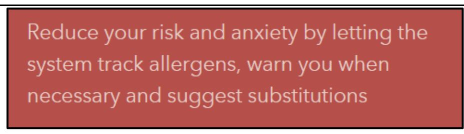
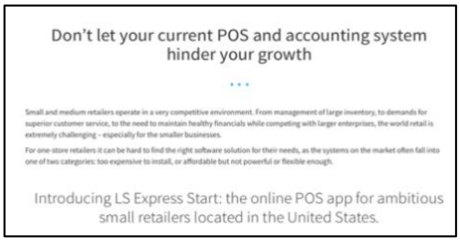
Additionally, we have provided specific recommendations on how to apply these elements to help you increase conversion and maximize the effectiveness of your product's sales landing page.

We urge you to review and implement these best practices on your landing page – in so doing you will contribute in providing the Microsoft community of customers with a consistent buying experience across publishers.

Layout and structure elements

Element	Description	Example
Company logo	Include the company logo on the page • The upper-left corner of the landing page is the most valuable section of the entire landing page. • Place your company logo in this location.	LS Retail
App name & app logo	Include a visual logo of your product name and a one-sentence positioning statement. • If you need help formulating a positioning statement, try the value proposition generator located at http://neuralimpact.ca/valueproposition/	BUILDFOOD Food software for small business. BuildFood is cloud-based business management software that makes managing your small food company simple.
Top menu choices	Use clean, straightforward and descriptive menu options. • There should ideally be 5 or fewer choices; do not include more than 7 options. • The menu text should state what the prospect gains if they click on the menu item • The text should be written from their perspective, not yours. Recommended menu items: • How to Buy, Benefits Gained, Why Us, and Contact.	Overview Features About Us Get Started Customers About Us How to Buy Contact Us Engagements Impact Learn Connect Meet Us
Search box	Include a search box so visitors can quickly find what they are looking for. • The upper-right corner of the page is usually an ideal spot.	Search...
Emotional tribal anchor photos	Visuals create an emotional Add-onion. The brain skims over non-emotional photos. • Faces evoke more emotion than landscapes or machines, and so on. • Include a happy customer that looks similar to your prospect in terms of age, demographic, and industry, and which shows them dealing with the issues that your prospect can relate to. • Try **not to use stock photos** of people or objects.	
Visual engagement	Make your page easy to scan, with lots of strong visual imagery. • Too much text forces the brain to skim, skip, and exit. Text engages the logical, analytical brain, but not the emotional brain. • Keep it clean and straightforward in terms of design and layout. Use lots of pictures, graphs, and screen shots to enhance engagement.	

Content elements: Text and messaging

Element	Description	Example
Include a headline question	Get your prospects' attention by asking them a compelling pain-based question that they can relate to. • You want the prospect to mentally say "YES" as often as possible and to peak their curiosity enough to read more. • Your questions should be intriguing and customer-centric. • In general, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest.	*"Struggling to manage your ingredient inventory and fretting over allergens?"*
Microsoft Dynamics 365 product description	Somewhere on the landing page, make sure you include the standard Microsoft Dynamics 365 Business Central product description provided by Microsoft • This is a requirement because your product is adding value to and building on this foundational solution.	Insert this paragraph: Microsoft Dynamics 365 Business Central is a comprehensive business management solution for small and medium-size businesses (SMBs) that have outgrown their basic accounting software. From day one, this new application makes ordering, selling, invoicing, and reporting easier and faster. Dynamics 365 Business Central is deeply integrated with Office 365 and includes built-in intelligence, so it is easy to use and helps users make better business decisions.
Messaging (Address their pains)	Pain is a strong motivator of action. • Identify 1-3 key sources of the client's most prominent pain early on the page. • Call out the fears that are likely to be holding them back. • Your landing page text and messaging should predominantly focus on the pain the prospect is experiencing, and NOT the features of your product or service. Clearly demonstrate to your prospects that you genuinely understand their industry and unique business problems. • Describe the business challenges they are facing now and the ways their revenue growth, margins, productivity and so on, are being negatively impacted by not taking action now.	  

<table>
<tr><th>Element</th><th>Description</th><th>Example</th></tr>
<tr>
<td>Messaging

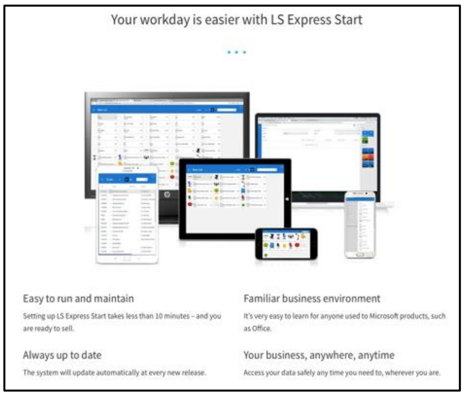
(Product benefits)</td>
<td>Paint a clear, visual and desirable picture of what is possible.

- Describe the most significant benefits and rewards that your prospect will realize after purchase.
    - For example, “Save time and money (benefits) by having a system that does all the tracking and calculations for you (features).”
- Don’t only list features and app functionality, start with the benefit first, then you can follow with the features.
- Paint a picture of a possible experience the prospect will immediately desire.

Clearly articulate a compelling desired outcome

- If possible, use industry-specific language and vocabulary to resonate with your prospect deeply.
- Choose a particular persona to speak to directly.
- Engage prospects by speaking directly to them using first person “you” language.
</td>
<td>**Food production made easy.**

Experiment with new formulas or create one-off recipes without lengthy or complicated software setup



</td>
</tr>
<tr>
<td>Messaging

(Prove your claims)</td>
<td>Don’t make general and abstract claims.

- Use data as often as possible to support your statements.

If you make specific claims, support your claims with proof, while Quantifying impacts and gains.

- The more specific and concrete your promise of value is, the better.
- Abstract concepts such as “more efficiency, more productivity, transform your business” are not emotionally impactful or convincing and do not compel a prospect to act.
</td>
<td>*“Reduce how long it takes to set up your recipes in the morning from 1 hour to 10 minutes.”*

20% Increase in Production

10% Decrease in Cost

15% Growth in Revenue

Still not convinced? Here are even more benefits
</td>
</tr>
<tr>
<td>Target market</td>
<td>If you support multiple countries or languages, this is a key selling feature.

- Find a way to show this visually.
</td>
<td>

Currently available only for businesses located in the USA
</td>
</tr>
</table>

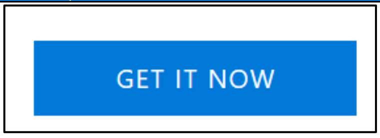
<table>
<tr><th>Element</th><th>Description</th><th>Example</th></tr>
<tr>
<td>Messaging

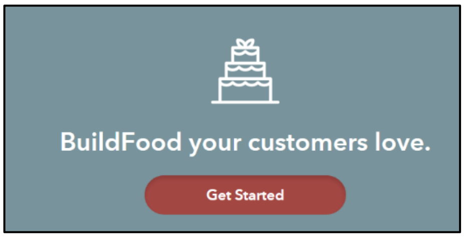
(Compelling call-to-action)</td>
<td>Include specific calls-to-action on your app page.

This can be your free trial; a time-limited special price; a scheduled walk-through demonstration; and so on.
The words "free" and "save" are highly emotional words in the English language, so they should be used.
Use bright colors, such as orange, yellow, or red, to call attention to your buttons.

Button text should use benefit language rather than descriptive language.

For example, instead of "Download" write "Click here to start saving money now."
Try not to send prospects away from your page – always have an embedded next step in your call to action that brings them back to your landing page.

</td>
<td>




</td>
</tr>
<tr>
<td>Messaging

(Create a sense of urgency by teaching the prospects)</td>
<td>Help your prospect gain a sense of urgency to buy by teaching them one thing about how they can be more efficient or profitable now.

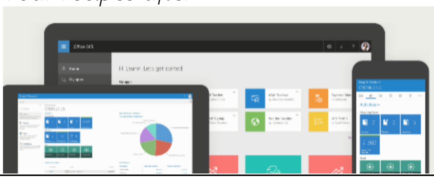
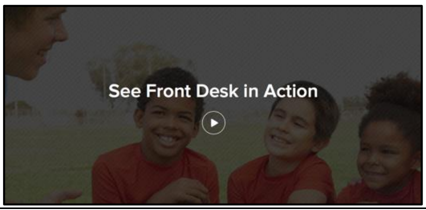
Show them how their performance in one key business area is below that of their competitors.
For an example you can provide a quick online self-assessment, a top-10 tips blog post, and much more.

</td>
<td>

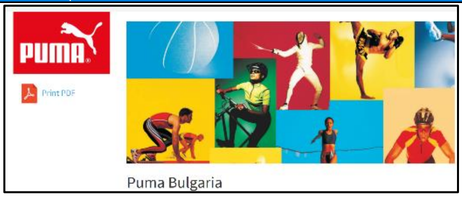
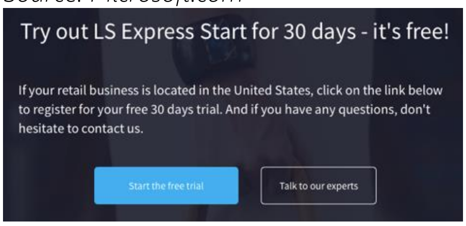
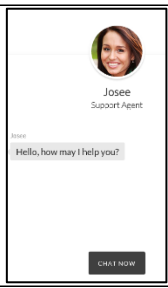

Your bakery profitability will decrease over the next five years due to an increase of 3% in the cost of key inputs, such as wheat and sugar. Want to know five key strategies that can help you mitigate this challenge?
Click here to find out how to preserve your profit margin

</td>
</tr>
</table>

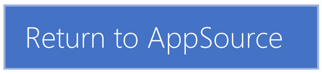
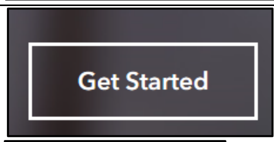
Visual elements

Element	Description	Example
Pictures (Differentiation comparison images) Show them, don't tell them	Show the before and after state. • This is a visual image of how your prospects do things now versus how they will be able to do it in the future. • You are not telling them but showing them using a visual.	*Your recipes now*  *Your recipes after* 
Compelling proof screen shots	Visually demonstrate all the claims that you are making. • Graphic dashboards are the most effective method. • Zoom in on the main benefit-related features. • Make sure it is readable, and the benefit is obvious. • Include a caption. • Data should be industry specific so that it resonates with the viewer. You want prospects to see how their data/process would look in your system.	Quickly and easily view inventory items  
Videos (Tell your story using videos not text)	Include as many videos as possible. • Videos have a much higher level of engagement and viewing time and convey much more than you can ever say with words. Include at least one customer testimonial video on your app landing page. • Your client should speak specifically about the pains they had before and the benefits they gained after, not product features. It should be all about your customers, not you. Include one product demonstration video. • See the **video best practices** in Checklist D.	 

Elements that reduce anxiety and risk, while increasing trust

Element	Description	Example
Customer testimonials	Don't sell your product; let your customers do that for you. • Social proof is more credible and trustworthy to prospects. The purpose of testimonials is to reduce the buyer's anxiety and fear. Your testimonials should answer the following questions: • "Will this work for my situation?" • "What benefit will I really get if I buy this?" • "Is this going to be too hard?" • "How long is this going to take? • "Can I trust this company?"	 
Reduce risk	Prospects are afraid of being scammed and taken advantage of on the internet. They are naturally cautious and highly suspect. • You want to convert prospects to buyers. • Make it easy for them to buy, while reducing their anxiety. Transparency is the key to building trust. • Make sure that you include a link to a BUY NOW page, which includes full pricing details. • Give them a compelling offer they cannot refuse. Offer a time-limited trial or special pricing discount if they buy in 30 days. • Use scarcity to compel action. Offer a 100% money-back guarantee. We recommend providing three offerings, optimized for three different customer segments. For more recommendations on pricing, see the pricing guide located at https://mbspartner.microsoft.com/BFI/Topic/64	 *Source: Microsoft.com* 
Live chat	Include live chat, with a photo of one of your team members smiling at an appropriate time to increase conversion, such as when a prospect clicks the back button on your pricing page. • Include their name if possible to build trust.	

Support elements: Interactivity and contact options

Element	Description	Example
SHORT lead capture form	Include a lead capture form on your page. • Only ask for their name and email address, you can get the rest later. • Your forms should not have more than 4 or 5 fields to fill out. You have not yet earned the right or enough trust to ask for too much information at this point. Most lead capture forms are way too long, demanding, and intimidating, and have low completion rates. • Note, nobody has the time or is willing to fill out an annoying form, which is of no value to them, especially if it is purely self-serving from your standpoint.	
Contact	Provide prospects with different contact options based on their readiness to interact with you. • Ideally, include a phone number and an email address with an employee photo. • This alone could double your conversion rate.	
AppSource app page link & social share	Include a link back to your listing on AppSource, so the prospect can return when ready. • Also, enable visitors to share and forward your app with others!	 
Close them! Add a get started button	Include a very specific call-to-action button with the option to buy or try.	 

Checklist D: How to make compelling videos

Why use video?

<table>
<tr><th>Videos</th><th>Description</th></tr>
<tr><td>Why use video?</td><td>It is well worth investing time and resources to create marketing videos for your app, it is taken seriously in a business environment.

Reasons why video is a superior medium
Videos offers a very rich, stimulating communication medium that engages multiple senses.
Video engages the mind and triggers emotions, which makes it more compelling than text-based content.
Our brains have an easier time processing visual stories than bullet points or straight facts.
A recent Demand Gen survey indicated that 58% of B2B buyers consume video content, while Hyperfine media states that 59% of executives would rather watch video than read text. Also, 50% of executives look for more information after seeing a product/service in a video.</td></tr>
<tr><td>Speak to Specific Personas in your videos</td><td>You should create a video for each of the three core personas in the company:
WHY persona: Owner/executive/leadership
HOW: Business line manager
WHAT: IT buyer, User
A horizontal generic message that attempts to speak to everyone will likely not reach anyone in an emotionally engaging way. Wasting a prospect's time by requiring him/her to listen to irrelevant data or information will only create frustration and lead him/her to form a negative bias towards your company.</td></tr>
</table>

Choose the video format that is relevant for the audience that you want to target

<table>
<tr><th>Video types</th><th>Description</th></tr>
<tr><td>Video type 1:

"Why" video</td><td>How to set up "Why" videos

Recommended length: 60-90 seconds
Purpose:
Your video should clearly communicate WHY prospects need to buy your solution now.
Focus:

Make sure the prospect is the hero of the story, not you or your company. Prospects are not interested in hearing about your company at this stage. They are simply trying to determine if what you offer is of value to THEM.
Your video should speak to the principal challenges and goals of your core decision-maker persona.
Describe the desired end state they will achieve by using your app.
A client/customer speaking about the benefits they received from your app is far more credible and compelling than anyone from your organization.
Don't only rely on "features" to acquire new customers.

How to speak to a WHY persona in a video

Target audience:

Owner/executive/leadership
They have limited time and financial resources as well as many competing priorities and resource requirements
You need to elevate the discussion to a strategic level, where you highlight market share, competitiveness, profitability, differentiation, revenue loss, and more.

Message:

The question you must answer beyond a doubt is WHY should they invest the time and money to buy your app? What will they get out of it?
Why should they spend money on a new system now? Can't they put it off?
The WHY messaging teaches people something and it is industry specific and results oriented, as well as being memorable. It engages the emotional/limbic brain and leads to meaningful action

</td></tr>
</table>

Video types	Description

Video type 2:
 	
"How & What" video
	How to set up "How and What product videos"
	• Recommended length: Up to 3 minutes.
	• Purpose:
	  o This video goes into greater depth communicating the main benefits of your app as well as HOW you solve your prospects' problems. You can include some WHAT content.
	• Focus:
	  o Demonstrating the proof of your claims is critical during this video.
	  o Show very specific dashboards or visually show how you address prospect challenges.
	  o If possible, use contrast to create desire and a sense of urgency. For example, you could show a complex, ugly data-filled forecast spreadsheet next to a beautiful visual dashboard stating "your sales forecast before and after."
	
	How to speak to a HOW persona: (Business line manager)
	• Target audience: Business Line Manager
	  o HOW focuses on the operational benefits your solution will provide and HOW your organization will support the implementation.
	  o Speaking to the HOW persona starts to separate you from the pack.
	• Message:
	  o HOW content is VISUAL in nature and ACTION oriented. It allows your prospects to identify with you at a FUNCTIONAL business level and to Add-on with you. It provides evidence that your organization has relevant industry experience. Tribal acceptance increases, while risk decreases.
	  o HOW messaging begins to appeal to the limbic brain because it is focused primarily on emotional business pains and problems.
	
	How to speak to a WHAT persona: (IT buyer, User)
	• Target audience: IT-buyer, User
	  o WHAT people are often tasked with finding a solution and are important influencers in the decision, but they are not the financial decision makers, and their opinions are easily overturned by HOW and WHY people in the organization.
	  o Therefore, don't invest all of your marketing time, money, and effort into providing content just for them.
	• Message:
	  o You need to survive the WHAT inquisition and provide information about product-related features, functionality, and data so that prospects clearly understand your solution offering.
	  o However, this will seldom trigger an emotional response and, therefore, it is likely there will be little or no emotional engagement with your content.
	  o WHAT content is binary. WHAT content is a commodity. WHAT content is boring. Logical WHAT content is a necessary evil because many prospects initially go looking for it, but stopping here means remaining relevant only to WHAT personas.

Video types	Description
Video type 3: "Getting started" video	How to set up "Getting started videos" • Recommended length: 2–3 minutes maximum. • Purpose: This video should prove it is quick and easy to get up and running with your app. • Target: What personas (Users, It buyers)

Video type 4:
 	
"Customer testimony" video
	How to set up "Customer testimonial videos"
	• Recommended length: Up to 2 minutes
	• Purpose:
	    o Social reinforcement: Customer stories are the best proof of gain.
	• Focus:
	    o A story coming directly from your client in the form of a testimonial is stronger than having your prospects take your word for it. If prospects see that other similar people orcompanies have already purchased your solution, then their natural response will be to more readily accept it as a solution for themselves

How to structure your video and practical things to keep in mind when producing videos

Video tips	Description
How to structure the flow in your video?	How to structure the flow in your video: • **Gain immediate attention in the first 10 seconds of the video** Stimulate curiosity by include a hook phrase/comment that will elude to solving a pain point. Ask questions about the prospects' core business challenges or ask about something they would like to do but can't accomplish today. • **Highlight the prospects' problems:** Use an empathetic approach when describing their current situation and demonstrate that you understand their current business challenges. They must relate to this if they are to continue watching. • **Give them new learning** Teach them something they don't know. Demonstrate you have expertise and knowledge about their business or industry that they might not. Show you can offer strategic value to them. • **Paint a picture of a desired outcome they would love to have or state they crave to experience** Highlight the benefits, rewards, and value they will enjoy after they purchase from you. Include both what it looks like and how it will feel. • **Prove what you're saying is true** Prospects don't trust us when we say our products are great. Include objective and credible proof in the form of data, charts, graphs, quotes, statistics, or testimonials as evidence of your claims. • **Ask them to take action** Include a call to action at the end of all videos. When viewers watch your videos, they should feel inspired to take the next step towards purchasing. Tell them what to do next and include an interactive link to the next step in the buying cycle. Use scarcity to compel them to action. Provide a time-limited offer or, for example, say it is "only for the first 20 customers".

Video tips	Description
Practical things to keep in mind when producing and distributing your video	Does and don't when producing your video • **Don't make the video too long** As our attention span is 8 seconds the ideal length of video is 90 seconds (minimum 30 seconds/maximum 2 minutes). • **Add interactivity where possible** Overlay text, charts, animation, questions etc. Visually call out key messages. • **Make sure your audio is high quality**. • **Make your video easily shareable** • Enable your video to be shared on multiple media. **Track views and attention span.** Observe and measure viewer patterns so that you can learn from prospects' actual behaviors and then improve future content.

How to make a good narrative that speak to the right persona in the right way?

Video tips	Description

How to make a good narrative that speak to the right persona in the right way?	• Your narrative should have a beginning, middle, and end.
	  o Lead with a story, not with your app or the technology.
	  o Don't turn your videos into a product pitch.
	  o You'll build more brand affinity and trust by shedding light on a problem your prospects care about rather than by pitching your solutions to them directly.
	• The brain is on alert at the beginning of the video and at the end.
	  o Make sure the first and last ten seconds are compelling, memorable, and interesting.
	• Speak directly to a particular persona in the second person.
	  o Do not talk about them in the third person, and avoid using terms like "our clients" and "companies"; instead, use "you" language as often as possible.
	  o Use a lot of industry specific vocabulary, terminology, and visuals. If possible, film onsite at a customer's location rather than in your office or in a studio.
	• Speak to a particular persona;
	  o Do not try to appeal to everyone at once, as you may not fully engage anyone with this approach.
	  o Keep your delivery casual and authentic to instill trust. Speak directly to the prospect as if you were having a fireside chat
	  o The prospect should be the hero of the story, i.e. do not speak about you and your company.
	• Ask rhetorical questions that stimulate pain and anxiety in your prospects in order to demonstrate that you understand their business problems.
	  o For example: Are your margins decreasing? Having cash flow problems because you can't collect payments sooner than 90 days? Had another large write off? Lost an important customer recently due to a late delivery?
	• Use visual and auditory language to help the prospect imagine a new possible future.
	  o For example: "imagine seeing" , "picture yourself", or " how would you like to hear your clients say…" and so on.
	• Use contrast whenever possible.
	  o Compare prospects' experience now versus what it could be after the implementation of your solution.
	  o Call out your competitive differentiators while anchoring your solution in prospects' minds so that they can compare all others against the bar you set.

Video tips	Description

How to make a good narrative that speak to the right persona in the right way?	• Where possible, use tangible, concrete language.
	  o Include quantifiable proof in the form of data or visual pictures.
	  o No vague claims like "transform your business with the cloud". This is an emotionless statement.
	• Providing customer references and testimonials is much more compelling and effective than selling your company or product yourself.
	  o Let others speak for you. A customer testimonial video will always be more believable and compelling than a video of you saying the same thing.
	• Surprise and delight them.
	  o Use humor to make them smile. We take ourselves and our problems too seriously. Be warm, memorable, and unique.