As a System Integrator (SI) Partner for Microsoft, you can market your consulting services on AppSource and connect with customers.
**SaaS apps, marketplaces, and services**

The market for SaaS apps is set for explosive growth and expected to reach $155B by 2020. Responsibility for acquiring these SaaS apps has shifted away from IT to business users - 78% of business users have used full or trial versions of business apps without IT’s involvement. The adoption of SaaS app marketplaces among business users is now expected to grow from 29% to 75% in the next two years.

Today, more than 1.6 million business users frequent AppSource monthly to discover and deploy apps that run on the Microsoft Dynamics 365, Office 365, and Power BI platforms. These users are often looking for expert services to help customize the platforms and apps for their needs. As they explore a variety of platform and app options, they typically want services that help them quickly scope out or evaluate a solution before committing further. Engagements of finite duration that provide predictable pricing and well-defined outcomes are best suited for their needs in these early stages.

**Introducing consulting services**

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

**Eligible consulting services**

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

1. **Assessment**: An evaluation of a customer’s environment to determine the applicability of a solution and provide an estimate of cost and timing.

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

3. **Implementation**: A complete installation that results in a fully working solution. We recommend limiting to solutions that can be implemented in 2 weeks or less.

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

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

Except for Briefings, consulting services may be offered in-person (i.e., onsite at a customer’s location or a partner’s facility) or virtually (i.e., via teleconferencing, web conferencing, remote implementation, etc.). Briefings must be offered in-person.

### Eligible partners

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

<table>
<thead>
<tr>
<th>PRIMARY PRODUCT IN CONSULTING SERVICE OFFERING</th>
<th>PARTNER ELIGIBILITY REQUIREMENTS</th>
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<tbody>
<tr>
<td>Dynamics 365 for Customer Engagement</td>
<td>Silver or Gold Cloud Customer Relationship Management competency.</td>
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<tr>
<td>Dynamics 365 for Finance and Operations, Business edition</td>
<td>Serve as Cloud Service Provider (CSP) or Digital Partner of Record (DPOR) for at least one customer.</td>
</tr>
<tr>
<td>Power BI, Power BI Custom Visuals</td>
<td>Meet the Solution Partner criteria.</td>
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PowerApps

Have a published Partner Showcase solution.

Promotion of consulting services

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

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

SI partners can submit consulting services offerings for the following 18 countries.

<table>
<thead>
<tr>
<th>ELIGIBLE COUNTRIES</th>
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<tbody>
<tr>
<td>Australia</td>
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<tr>
<td>Germany</td>
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<tr>
<td>New Zealand</td>
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As of December 2017, the catalog of consulting services offerings is currently live on AppSource for the United States, Canada, and United Kingdom. The catalogs for other countries will go live once a meaningful number and compelling selection of services offerings have been submitted by partners and approved by Microsoft.

**Languages supported**

Currently, consulting services offerings may only be submitted in English.

**Next steps and what to expect**

Listing your consulting service offering on AppSource involves the following:

1. **Request**: Send in your request [here](#) and tell us more about your organization.
2. **Validation**: Your request will be reviewed to validate that you meet the eligibility criteria.
   We will then send you instructions for listing your consulting services offering.
3. **Submit**: Provide the information required in the instructions. *All content and supporting material need to be submitted in English.*
4. **Review**: Our marketing and editorial team will review your submission and make changes to optimize it for readability, grammar, and effectiveness. This process can take two weeks or more.
5. **Staging**: Your submission will then be staged for review by you.
6. **Publishing**: Once you and Microsoft are satisfied with the staged content, your listing is ready to go live on AppSource. The go-live date for your listing will depend on the country specified in your offering. If the catalog for your selected country is already live on AppSource, your listing will appear within a few hours. Otherwise, your listing will appear as soon as the catalog for your selected country goes live.
“AppSource has helped Plus gain exposure to the open market and we have received inquiries about our service offerings from potential prospects that we might not otherwise have the opportunity to engage with. Participating in the AppSource program has been very positive, from the initial set-up of our offerings in the portal to the end result of delivering projects currently underway. We are grateful for the additional business and lead generation that AppSource offers our consulting services business.”

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