

Microsoft AppSource app review guidelines

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Version 5

With AppSource, customers can find new line-of-business apps for their industry—plus apps that help them do more with the solutions they already use. Publish your app now and reach new customers seeking better ways to run their business.

App criteria

These requirements may be updated from time to time in order to provide a safe experience for customers to get apps and offer all partners an opportunity to succeed.

CAPABILITY	DETAILS	REQUIRED OR RECOMMENDED
Azure Active Directory (Apps for Products: Azure and Office 365)	Your app must allow Azure Active Directory federated single sign-on (AAD federated SSO) with consent enabled. Go here for information on how to enable AAD federated SSO.	Required
Integration with Microsoft Cloud services	Your app should integrate with other Microsoft Cloud services like Microsoft Power BI, or Microsoft Azure services such as machine learning or cognitive services.	Recommended
Software as a service (SaaS) app for business	Your app must be: <ul style="list-style-type: none">• Line-of-business SaaS app• Business-process focused• Targeted to business customers• Enable users to sign in with their work credentials (username and password)	Required

Free trial period and trial experience	<p>A customer must be able to use your app for free for a limited time.</p> <p>Your free trial can take one of four forms:</p> <ul style="list-style-type: none"> • Provide a "Get it now" experience for apps that are available for free. • Provide a "Free trial" which means that business users can try your app for free for a specified period. • Provide a "Test drive" which is a pre-configured app trial experience that a user can try for free for a specified number of hours. • Provide the "Contact me" option for customers to request a trial of your app on AppSource. (This option might not be available for all apps). <p>In either method, the free trial must offer the customer a minimum amount of time to try out the app at no additional cost.</p>	Required
Easily configurable, turnkey solution	Your app must be easy and quick to configure and setup (no customization required).	Required
Support	Your app must include a support link where customers can find help.	Required
Availability/Uptime	Your app must have an uptime of at least 99.9%.	Required

Submitting your app

Add your app to AppSource in four simple steps:

1. **Submission:** [Submit your app](#) for review.
2. **Review:** The AppSource team will check that your app meets the criteria and send you the metadata requirements and instructions for onboarding your app.
3. **Staging:** Onboard your app for staging and testing.
4. **Publishing:** Once you and Microsoft are satisfied with the staging and testing results, post your app.
5. **GTM:** once your app is published, the Microsoft GTM services team will reach out to you about go to market programs to grow your presence on AppSource.