

Mastering the Microsoft Marketplace Series

SaaS Offer Technical Overview

Overview

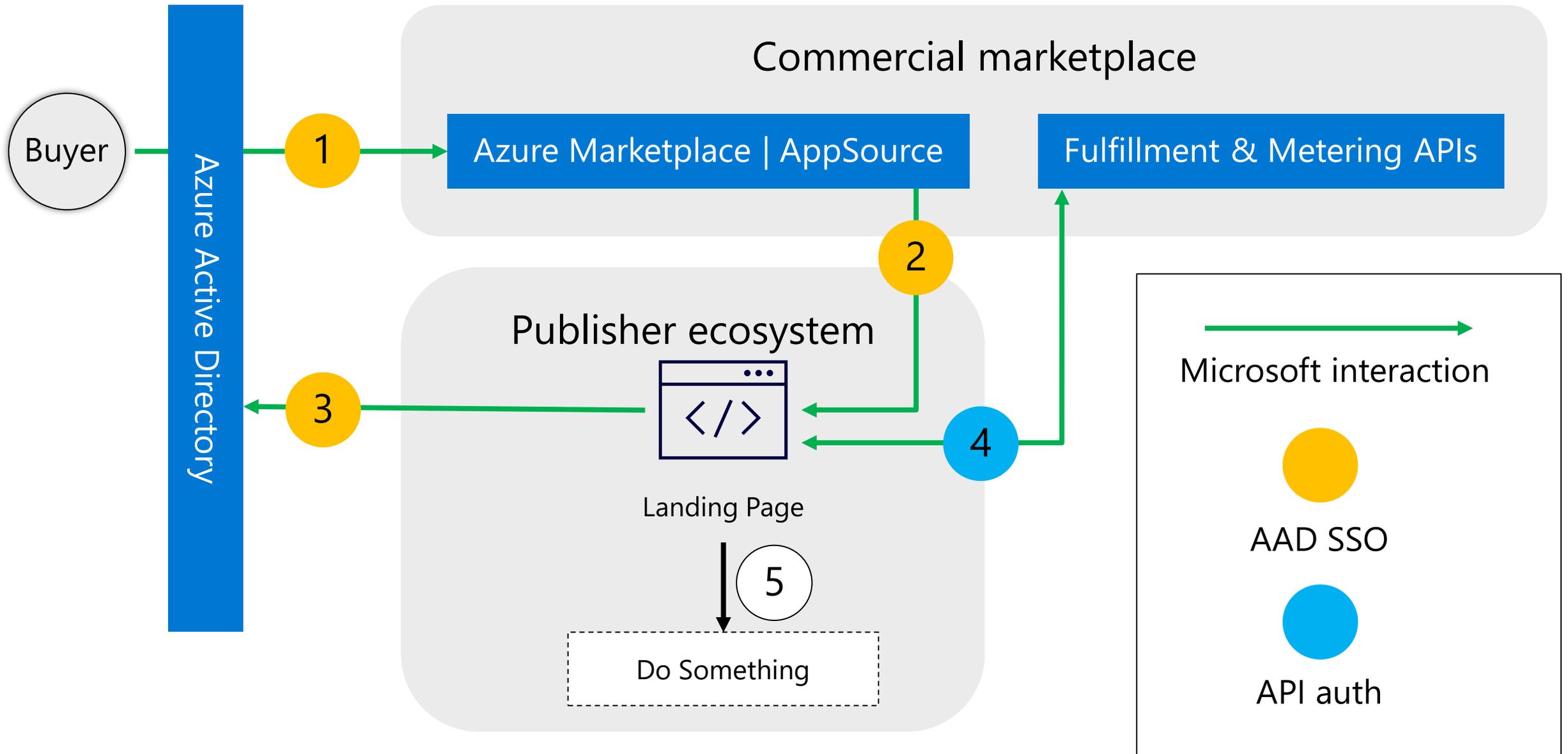
The Landing Page

SaaS Offer Purchase Flow in Depth

SaaS Offer Fulfillment API

Metered Fulfillment Overview

SaaS Offer Webhook



The Landing Page

Land Page Functionality

Log in user via AAD SSO

Present information about the purchase

If needed, gather more information to subscribe a customer

Optionally

- Let customers know next steps
- Send email confirmation to customer
- Send email operations team
- Automatically provision the customer's account

Presenting Information About the Purchase

SUBSCRIPTION DETAILS

Customer Email	dastarr@microsoft.com
Customer Name	David Starr
ID	51c51ee5-73db-41f9-cc8b-561e93236152
Name	Commercial SaaS Demo
Status	PendingFulfillmentStart
Plan	basic
Purchaser Email	dastarr@microsoft.com
Azure Tenant ID	e6c97eb2-054c-4b5d-9a30-a064766a9e83

Gathering More Information About the Customer

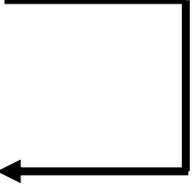
Company name

Phone number

Customer logo

Other

SaaS Offer Purchase Flow in Depth



Get it now
subscription created
SaaS management page
rendered – email sent



Click configure account
passing **purchase id token** to
publisher Landing Page

`/LandingPage?token=<blob>`

Subscription progress ...

Option 1 –Subscription management page

✓ Your SaaS subscription is complete. Configure account to enjoy your purchase.

 SaaS resource name: saas-accelerator-02
Purchase start time: Monday, August 30, 2021, 10:19:49 AM
Offer & plan details: Commercial SaaS Demo - Basic Plan - Monthly

^ Next steps

 To complete the purchase, configure your SaaS account on the publisher's website.

[Configure account now](#)

Activate your new subscription

Thanks for purchasing the **Commercial SaaS Demo Basic Plan** plan through Microsoft AppSource. To start using your subscription, activate it now.

[Activate now >](#)



[Privacy Statement](#)

Microsoft Corporation, One Microsoft Way, Redmond, WA 98052

Product and plan details



Commercial SaaS Demo - Basic Plan - Monthly
DF Portal User

- i** Configure your SaaS account on the publisher's website to complete the purchase.
Billing will start after your account is configured.
If no action is taken within 30 days from the initial subscription, this SaaS subscription will be automatically

Configure account now

Customer

Publisher Services

Microsoft AAD

Microsoft SaaS API

Get it now
subscription created
SaaS management page
rendered – email sent

Landing Page logs in
customer with **AAD SSO**

Click configure account
passing **purchase id token** to
publisher Landing Page
`/LandingPage?token=<blob>`

Landing Page calls with
access token in header.
`Authorization="Bearer <JWT>"`

Get **access token** to call SaaS API
`/{{tenantId}}/oauth2/v2.0/token`

Access token - JWT format

Validates **purchase id token**
`/saas/subscriptions/resolve`

Landing page renders

Purchase details

Customer requests subscription
through the landing page

Landing Page acks signup

Sign up
new customer

Publisher provisions
customer account

Activate customer account
`/saas/subscriptions/<id>/activate`

Billing begins

Mastering the Microsoft Marketplace Series

SaaS Offer Fulfillment API

Fulfillment API Calls

```
// calls are under this root URI
```

```
https://marketplaceapi.microsoft.com/api
```

```
// Call to resolve a purchase id token to a purchase
```

```
// Returns: subscription id and more details
```

```
/saas/subscriptions/resolve
```

```
// Call to activate billing for the SaaS subscription
```

```
/saas/subscriptions/<subscription id>/activate
```

You Can Also Do These Things

Convert/Change Plan

Convert their currently subscribed plan to a new plan

Delete Subscription

Delete a subscription with a given ID

Get Operation Status

Track the status of a triggered async operation
(Subscribe/Unsubscribe/Convert/Change plan)

Get Subscription

Retrieve a subscription with a given resource identifier

Get Subscriptions

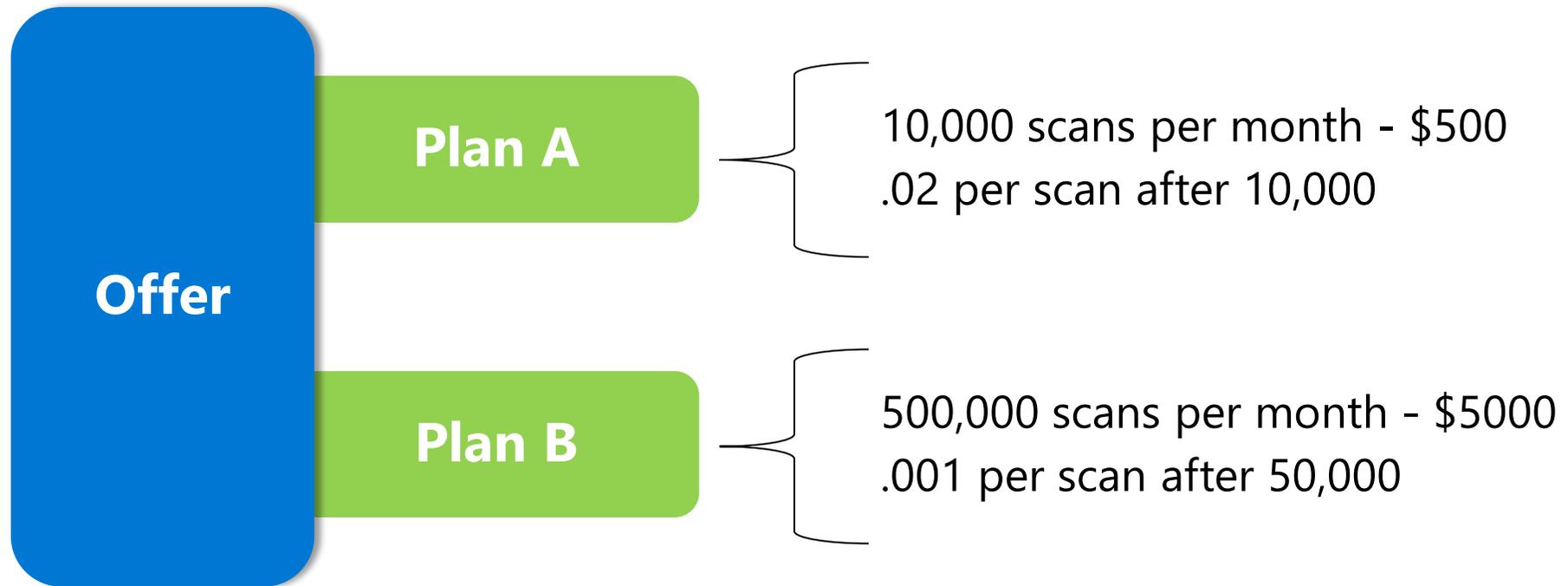
Retrieve all subscriptions for all the offers from the publisher

SaaS Subscription States

State	Description
Provisioning	Provisioning of the SaaS Subscription
Provisioned	This is the steady state of a provisioned service
Provisioning for Update	Provisioning of the SaaS Subscription Update (Up a plan, Down a Plan). Two calls: <ul style="list-style-type: none">• Microsoft initiates the call• ISV initiates the call
Suspended	This state is used to indicate that a customer's due payment has not been received
Unsubscribed	Indicates a customer has requested the subscription to be suspended or the account has been unsubscribed because they have not paid their fees
Data Deleted	Customer data is deleted after a data retention time has expired

Metered Billing Overview

Metered Fulfillment for an OCR Solution



Metered Billing

Charge per transaction

The flat rate can be \$0 to charge only on transactions

Works with flat rate plans

Each transaction unit is a dimension

Dimensions are shared across all plans

Pricing and availability

Pricing model: {0}

The pricing model and prices for specific markets cannot be changed once the offer is published. In addition, all plans for the same offer must share the same pricing model. [Learn more](#)

Flat rate Per User

① Billing term ① Price

<input checked="" type="checkbox"/> Monthly	<input type="text" value="10"/>	USD per month
<input type="checkbox"/> Annual	<input type="text"/>	USD per year

Marketplace Metering Service dimensions

Define the dimensions that your service will use to emit usage events to charge customers who exceed the included quantity. Once published, dimensions for a plan cannot be changed. All dimension details except for prices and included quantities are shared across all plans. [Learn more](#)

Enabled	ID *	Display Name *	Unit of Measure *	Price per unit in USD *	Monthly quantity included in base *	Annual quantity included in base *	
<input checked="" type="checkbox"/>	Meter_D1	Picture Send	P_TX	.10	<input type="text" value="1000"/>	<input type="checkbox"/> ∞ <input type="text"/>	<input type="checkbox"/> ∞ Remove
<input checked="" type="checkbox"/>	Meter_D2	Picture Rcvd	P_RX	.12	<input type="text" value="1000"/>	<input type="checkbox"/> ∞ <input type="text"/>	<input type="checkbox"/> ∞ Remove
<input checked="" type="checkbox"/>	Meter_D3	Mb_Send	Mb_TX	.25	<input type="text" value="100"/>	<input type="checkbox"/> ∞ <input type="text"/>	<input type="checkbox"/> ∞ Remove

SaaS Offer Webhook

The SaaS Webhook

A HTTP endpoint that takes POST actions

Implemented and hosted by the publisher

Called by the Azure Marketplace when events occur

The SaaS Webhook

JSON payload

Used to keep track of customer state

Events should be stored and tracked by the publisher

Should be protected and authenticated

Webhook Events

When subscription is in **subscribed** state

ChangePlan

ChangeQuantity

Suspend

Unsubscribe

When subscription is in **suspended** state

Reinstate

Unsubscribe

Sample webhook payload for **ChangeQuantity**

```
// end user changed a quantity of purchased seats for a plan on Microsoft side
{
  // this is the operation ID to call with get operation API
  "id": "e39a4fef-fca2-4950-a694-546bacce3ca8",
  "activityId": "206e3407-ed05-45f0-b034-1f4636fefc75", // do not use
  // The GUID identifier for the SaaS resource which status changes
  "subscriptionId": "8501dfcd-aa51-413d-bfee-4b7b40980cf7",
  "publisherId": "contoso", // A unique string identifier for each publisher
  "offerId": "offer1", // A unique string identifier for each offer
  "planId": "silver", // the most up-to-date plan ID
  "quantity": " 25", // the most up-to-date number of seats, can be empty if not relevant
  "timeStamp": "2019-04-15T20:17:31.7350641Z", // UTC time when the webhook was called
  "action": "ChangeQuantity", // the operation the webhook notifies about
  "status": "Success" // Can be either InProgress or Success
}
```

Summary

Landing Page

Purchase Flow

Fulfillment API

Metered Fulfillment

SaaS Webhook

Thank you