



Microsoft Entra ID configuration for your SaaS offer

Mastering the Marketplace
<https://aka.ms/MasteringTheMarketplace>



Agenda

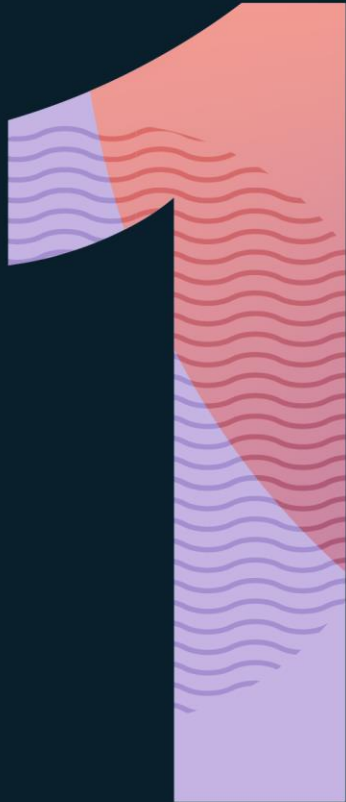


Application Registrations in Microsoft Entra ID

Single vs. multi-tenant

User consent and scopes

A sample solution architecture



Application Registrations in Microsoft Entra ID

Application Registrations enable integrating your solution with Azure Entra ID



Microsoft Entra ID

A cloud-based identity and access management service

Manage user accounts for your organization

Authenticate users into your applications

Enables single sign-on

Microsoft Entra Application Registrations

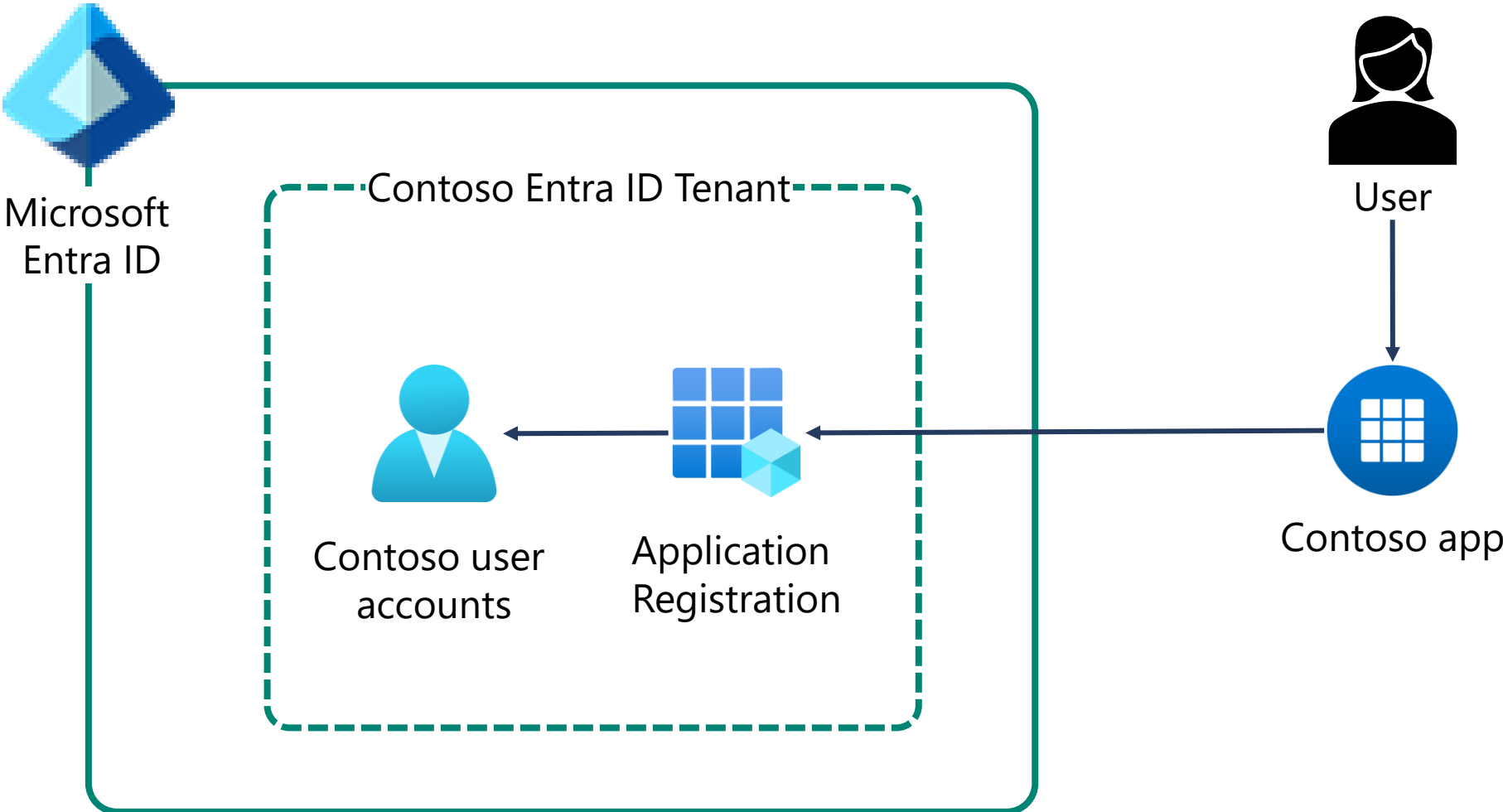
A trusted relationship between an application and
Microsoft Entra ID

Enable authentication in your applications

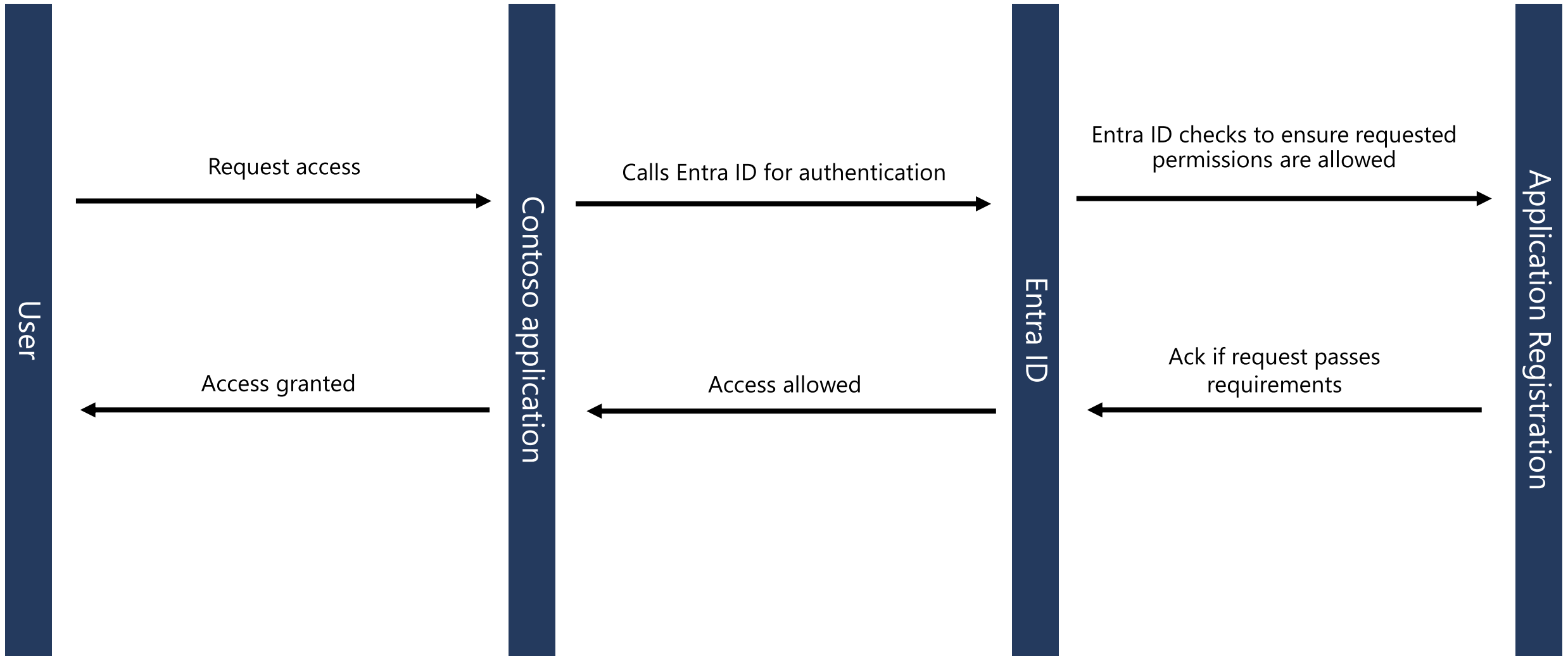
Securely call APIs



A basic authorization model



Basic login flow





Single vs. multi-tenant

Understanding single and multi-tenant application registrations is key to configuring them properly for your application

Application Registration types

Single tenant

Only users in my Entra ID tenant can authenticate

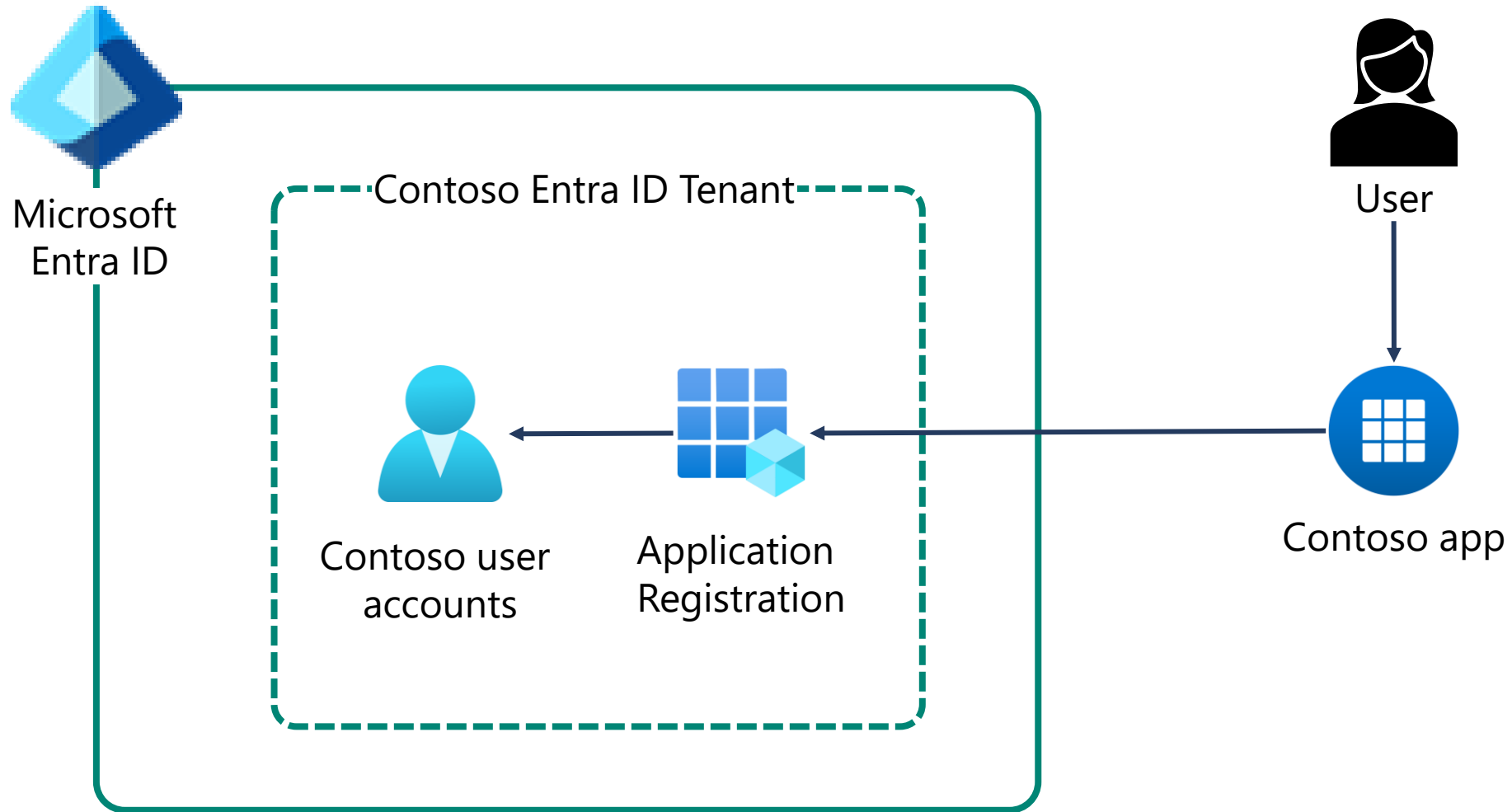
Use when the application users are internal to your organization

Multi-tenant

Accounts from any Entra ID tenant can authenticate

Use when the application users are any user with an Entra ID account

Single tenant

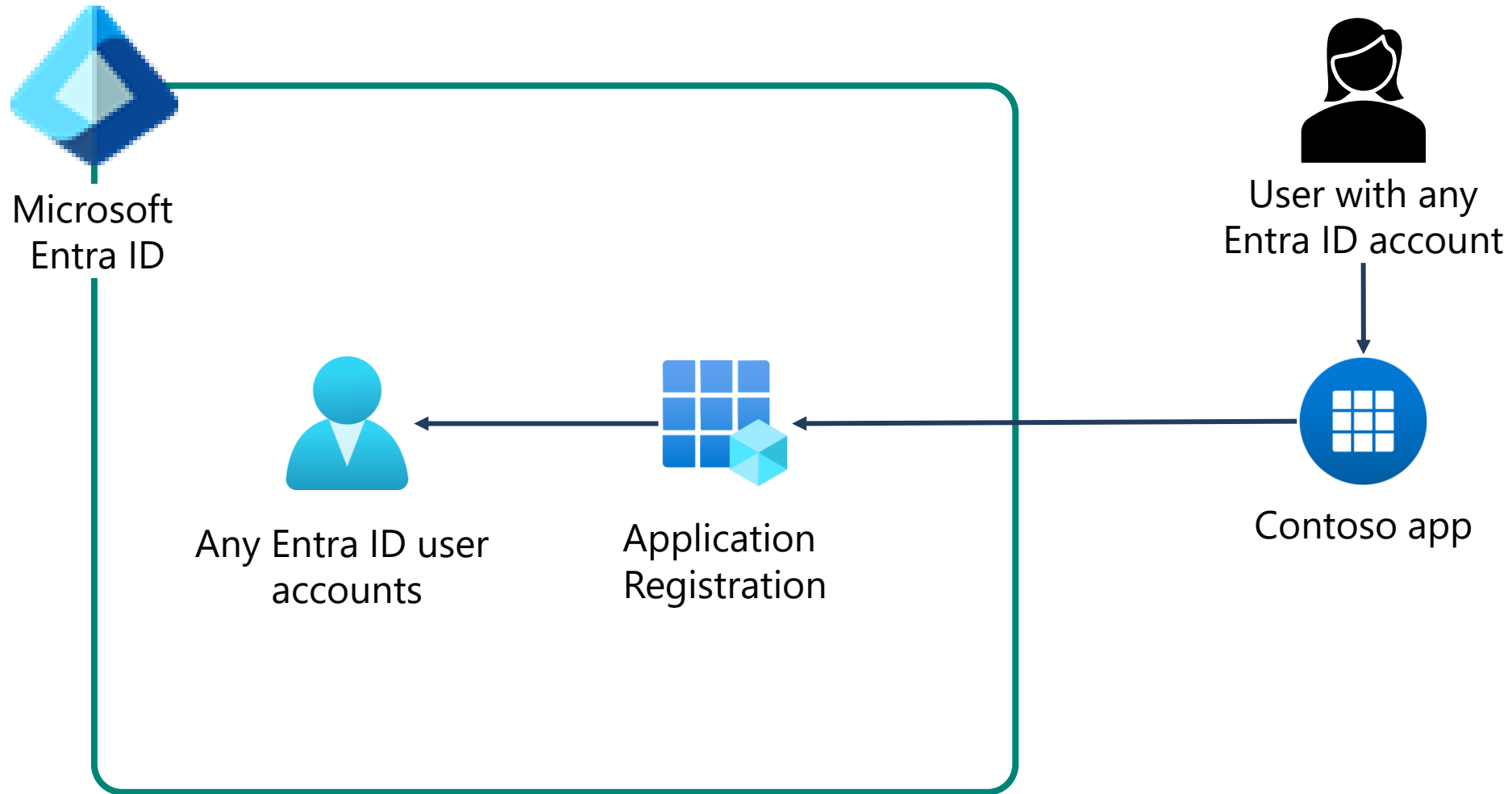


Demo

Single tenant App Registration

Configure a single-tenant App Registration for a web app

Multi-tenant



Demo

Multi-tenant App Registration

Configure a multi-tenant App Registration for a web app

Another authorization model

Using secrets instead of user accounts



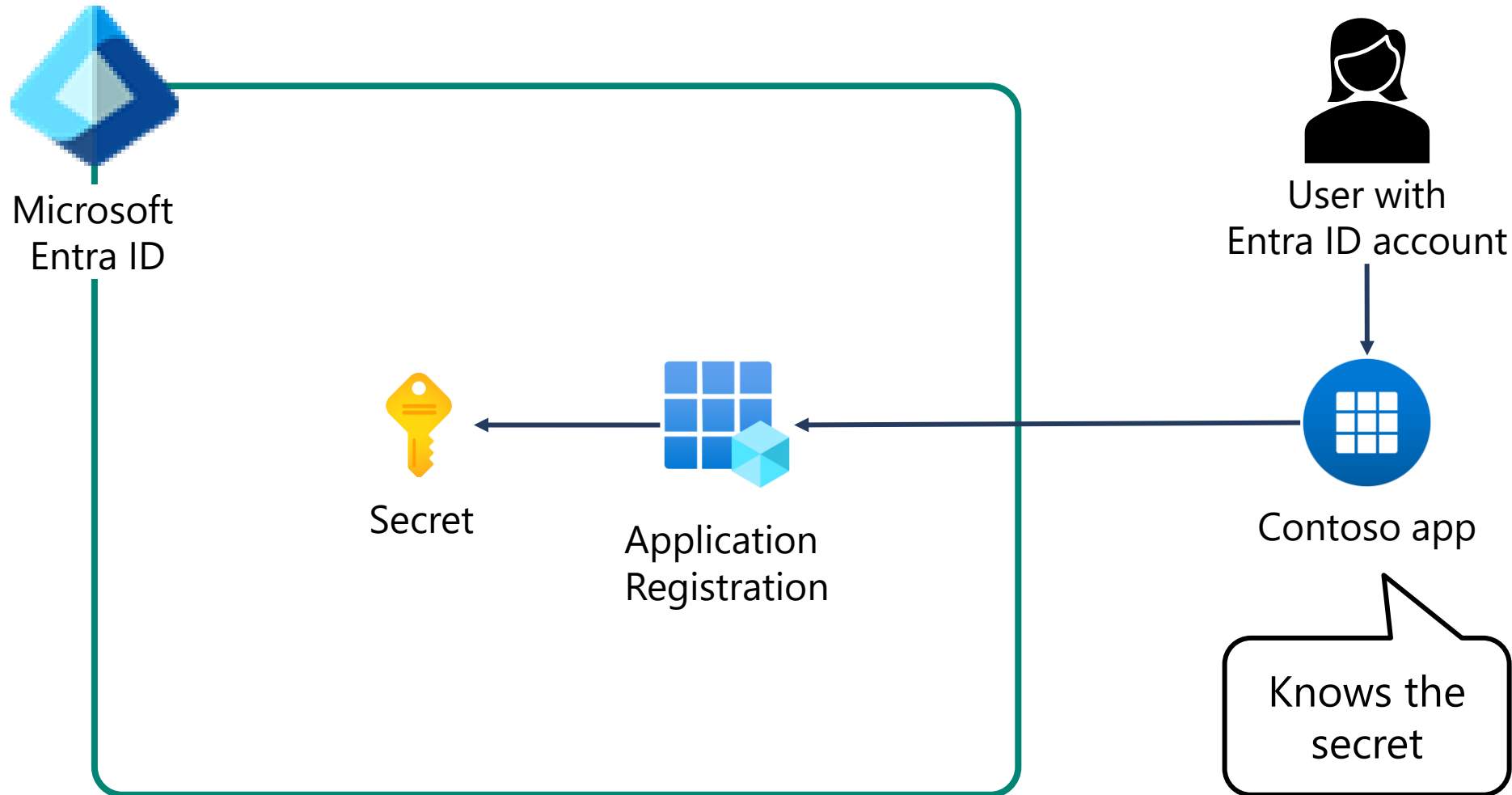
App registration



Secret



Multi-tenant



Demo

Configure a secret in an
App Registration

Configure an App Registration for
calling the marketplace SaaS API



User consent and scopes

Allowing an application to access your Entra ID information

Entra ID scopes

Scopes

Specify access to user information

User must consent to each scope

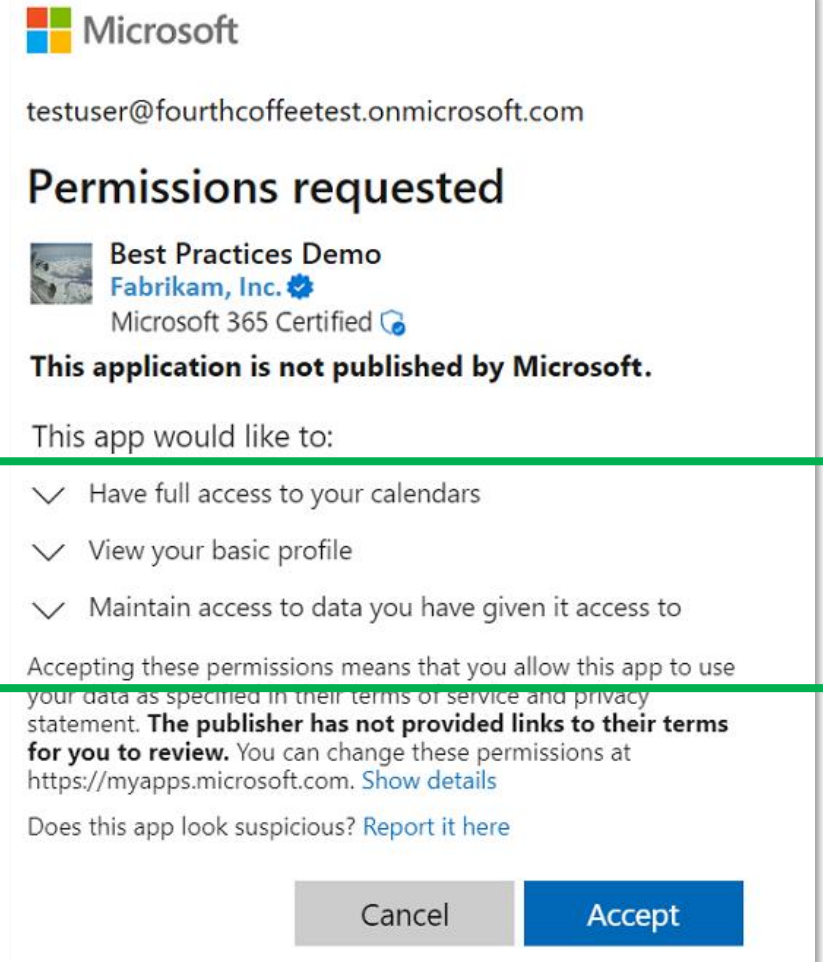
Examples

Read my basic information

Read my calendar

Read and write data to my calendars

Best practice: Use incremental consent



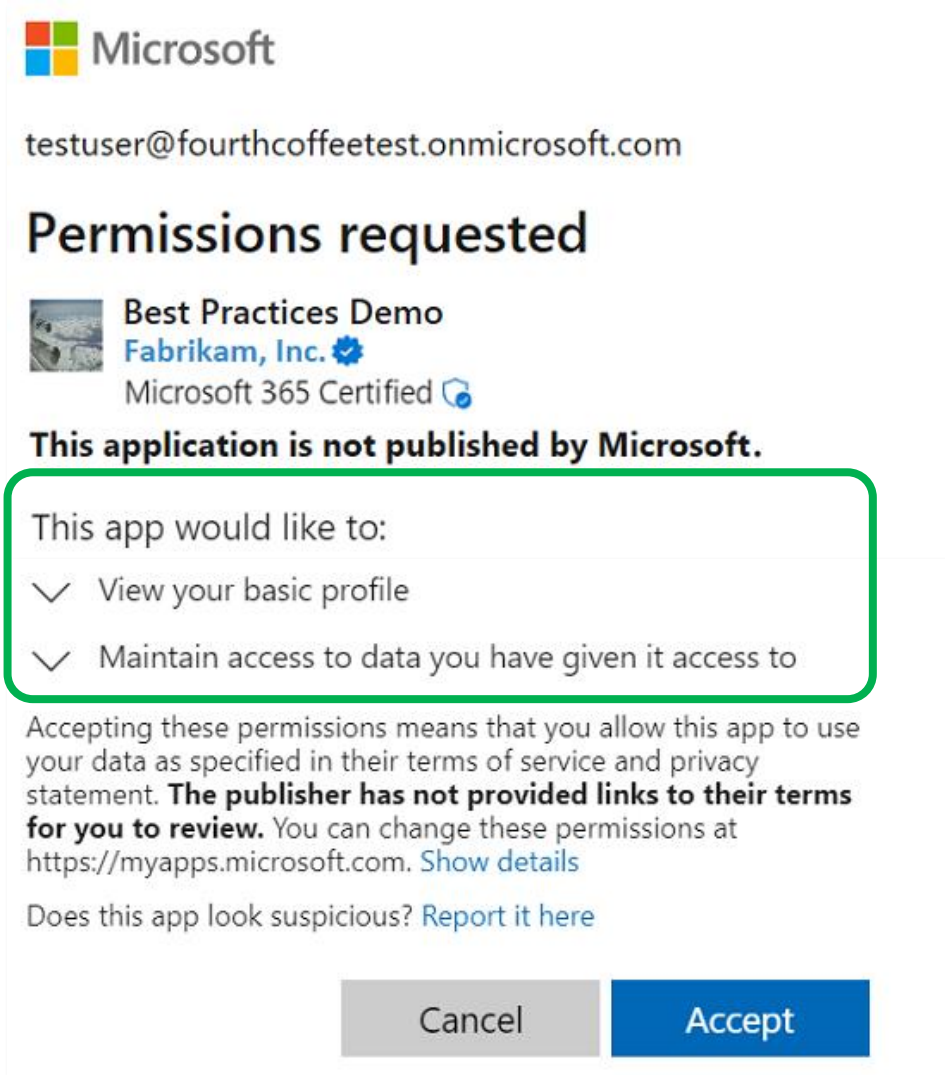
The screenshot shows a Microsoft permission request dialog box. At the top, it displays the Microsoft logo and the user's email address: testuser@fourthcoffeetest.onmicrosoft.com. Below this, the title 'Permissions requested' is followed by the application name 'Best Practices Demo' and the publisher 'Fabrikam, Inc.', which is noted as 'Microsoft 365 Certified'. A warning message states: 'This application is not published by Microsoft.' The permissions requested are listed as follows:

- ✓ Have full access to your calendars
- ✓ View your basic profile
- ✓ Maintain access to data you have given it access to

Below the list, a warning states: 'Accepting these permissions means that you allow this app to use your data as specified in their terms of service and privacy statement. **The publisher has not provided links to their terms for you to review.** You can change these permissions at <https://myapps.microsoft.com>. [Show details](#)'

At the bottom, there is a question: 'Does this app look suspicious? [Report it here](#)' and two buttons: 'Cancel' and 'Accept'.

Marketplace SaaS Landing Page consent






The screenshot shows a Microsoft consent dialog box. At the top left is the Microsoft logo. Below it is the email address 'testuser@fourthcoffeetest.onmicrosoft.com'. The main heading is 'Permissions requested'. Underneath is the app icon and name 'Best Practices Demo' by 'Fabrikam, Inc.', which is 'Microsoft 365 Certified'. A warning message states 'This application is not published by Microsoft.' A green box highlights the permissions section, which lists: 'View your basic profile' and 'Maintain access to data you have given it access to'. Below the permissions is a disclaimer: 'Accepting these permissions means that you allow this app to use your data as specified in their terms of service and privacy statement. The publisher has not provided links to their terms for you to review. You can change these permissions at https://myapps.microsoft.com. Show details'. At the bottom, there are 'Cancel' and 'Accept' buttons.

Microsoft

testuser@fourthcoffeetest.onmicrosoft.com

Permissions requested

 Best Practices Demo
Fabrikam, Inc. 
Microsoft 365 Certified 

This application is not published by Microsoft.

This app would like to:

- ✓ View your basic profile
- ✓ Maintain access to data you have given it access to

Accepting these permissions means that you allow this app to use your data as specified in their terms of service and privacy statement. **The publisher has not provided links to their terms for you to review.** You can change these permissions at <https://myapps.microsoft.com>. [Show details](#)

Does this app look suspicious? [Report it here](#)

Cancel Accept


May only read basic information from the user

May only use **User.Read** scope

See marketplace certification policy 1000.3


Entra ID administrator consent



Your company's Entra ID policy may block access to one or more scopes.



testuser@fourthcoffeetest.onmicrosoft.com

Need admin approval




Best Practices Demo
Fabrikam, Inc. 
Microsoft 365 Certified 

Best Practices Demo needs permission to access resources in your organization that only an admin can grant. Please ask an admin to grant permission to this app before you can use it.

[Have an admin account? Sign in with that account](#)


[Return to the application without granting consent](#)



Administrator view



testadmin@fourthcoffeetest.onmicrosoft.com

Permissions requested



Best Practices Demo
Fabrikam, Inc. 
Microsoft 365 Certified 

This application is not published by Microsoft.

This app would like to:

- View your basic profile
- Maintain access to data you have given it access to
- Consent on behalf of your organization

Accepting these permissions means that you allow this app to use your data as specified in their terms of service and privacy statement. **The publisher has not provided links to their terms for you to review.** You can change these permissions at <https://myapps.microsoft.com>. [Show details](#)

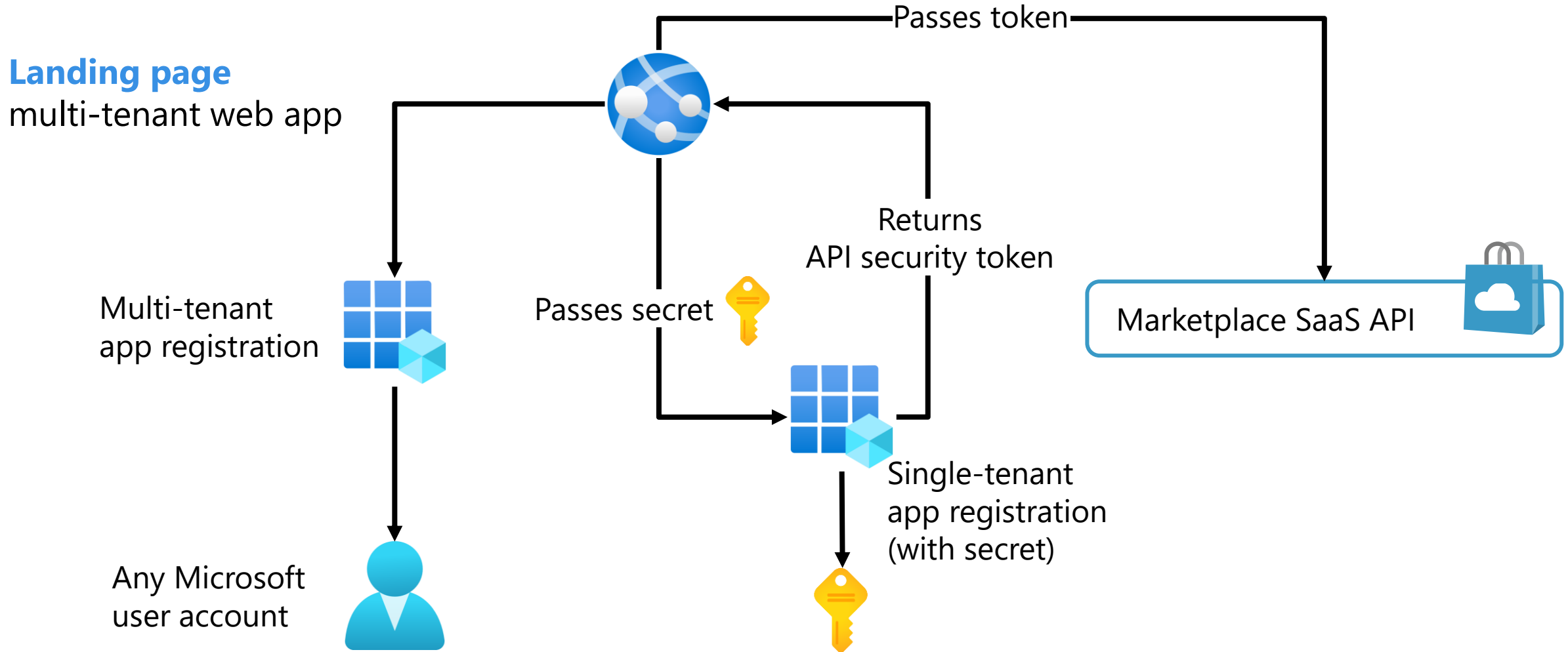
Does this app look suspicious? [Report it here](#)



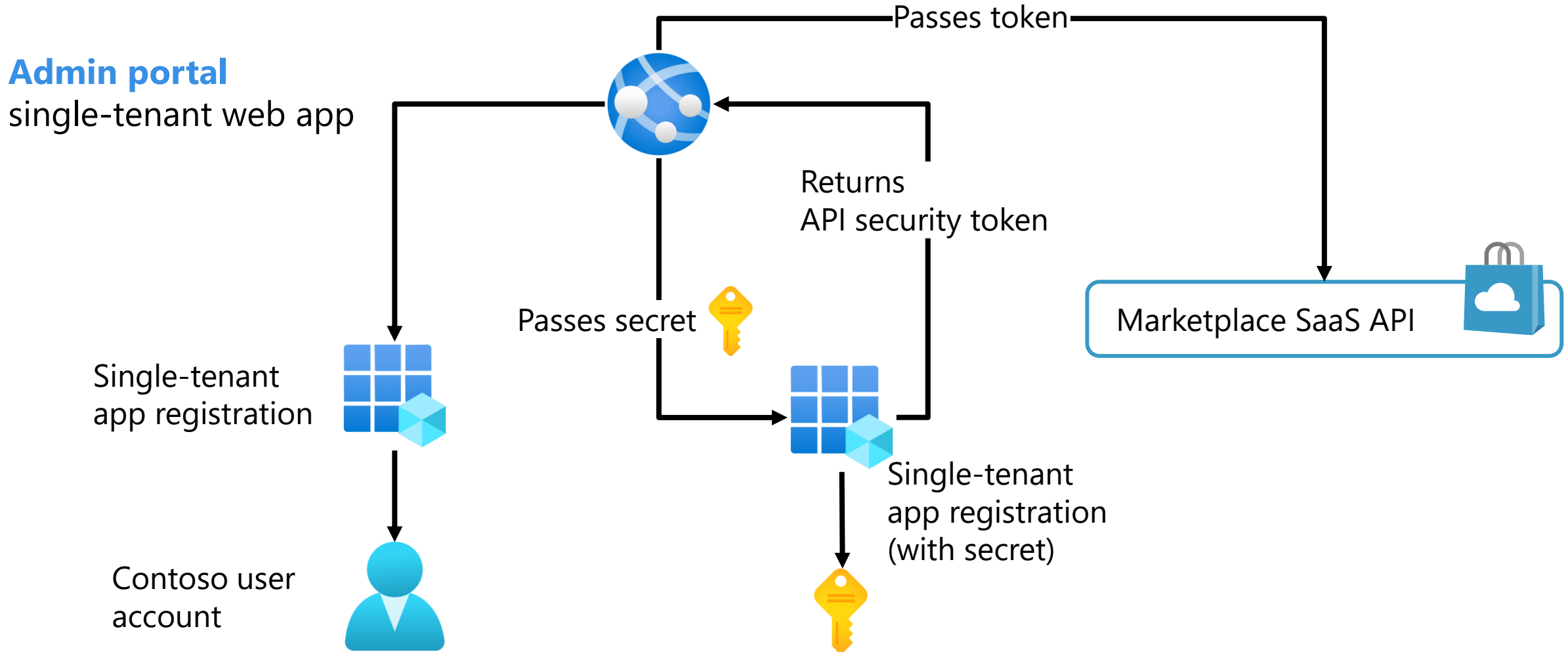
A sample solution architecture

Introducing a sample solution architecture for integrating Azure Marketplace SaaS offers

Sample solution for Azure marketplace integration



Sample solution for Azure marketplace integration



Summary



App Registrations in Microsoft Entra

Single and multi-tenant App Registrations

User consent and scopes

A sample solution architecture