



AMPLIFY Marketplace

Getting Started Guide for Sellers

@Axway

Marketplace.axway.com

Marketplace.axway.com/help

AMPLIFY Marketplace

Create a co-creation culture

- Cloud-based site that connects Buyers and Sellers
- Unified place to publish, promote, share and sell software
- A new ecosystem for customers, partners and developers
- A faster way to find software
 - Number of assets: 186+
 - Number of downloads: 800 /month
- All AMPLIFY services will have assets in the Marketplace


marketplace.axway.com




Secure

https://marketplace.axway.com/home

☆

⋮

 MARKETPLACE Purchased Products

Featured

All

Analytics

API Management

App Dev

B2B

Content Collaboration

MFT

Find Products

Search


CATEGORIES	
Analytics	3
API Definitions	1
App Dev Categories	97
Connector	43
IoT	2
Policy & Filters	16
Scripts & Tools	5
Sample	7
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ANALYTICS	
Decision Insight	3
API MANAGEMENT	
API Builder	39

Showcase

View All

<


>



New

MQTT proxy


Proxy to apply Axway API Gateway...




New

Syncplicity ...

Syncplicity for iOS






New

Hadoop Co...

Hadoop Connector for Axway Secur...

Free




New

MQTT Trigg...

mqtt-trigger subscribes to MQTT

...



New

Syncplicity ...


Syncplicity Outlook Add-in for O...

Connector Products


View All


<

>




New







New



New



New

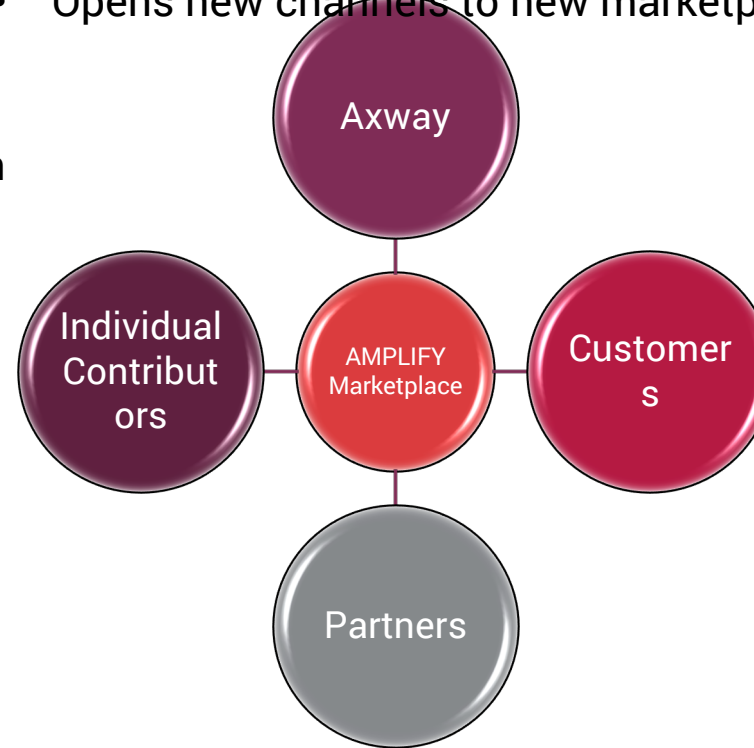


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3

Buyers and Sellers in the AMPLIFY Marketplace

- Enables Axway to provide self service monetization of value add capabilities
- Enables Axway to have visibility across the entire ecosystem
- Opens new channels to new marketplaces



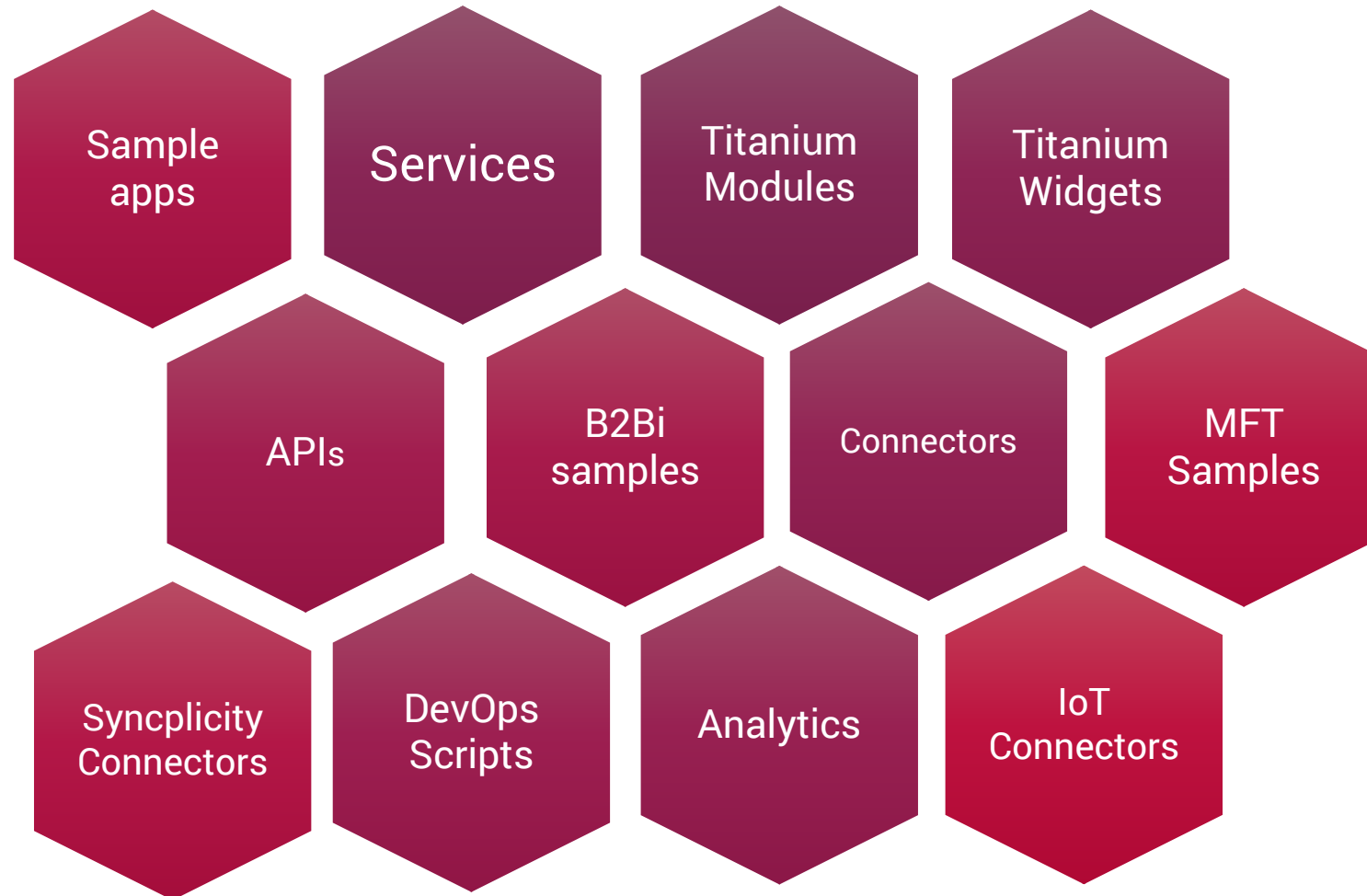
- Provide low risk zero money down platform to market and monetize their service accelerator

- Provide customers with a single invoice across all Axway and vendor product
- Enable customers to reach new partners to grow their business
- Easier for customers to purchase partners products as Axway is the merchant of record

- Fastest way to reach Axway customer base
- Improve cross-selling with Axway compatible products

AMPLIFY Marketplace Content

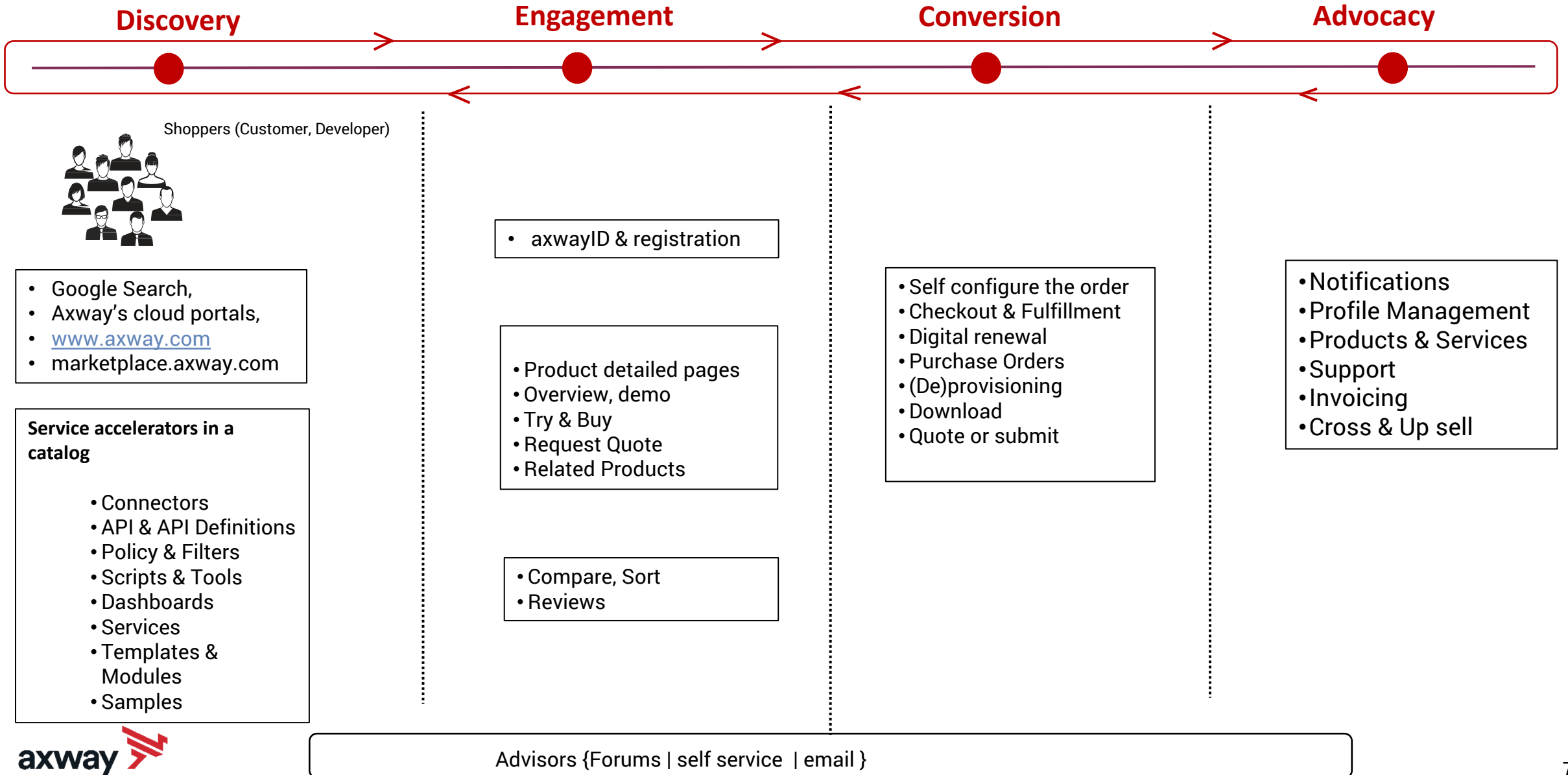
Multiple type of assets



Requirements to publish assets

- ❑ Your asset/service must meet mutual synergy goals and must be complementary to an Axway product or service.
- ❑ You must be able to clearly describe the scenarios for how your asset/service will be useful to existing and new Axway's customers.
- ❑ You must provide a website for where users can obtain product documentation and support.
- ❑ You must clearly define which regions of the world the asset/service is available.
- ❑ You must keep the asset/service Marketplace tile up to date with the latest release information.
- ❑ You must ensure proper monitoring of your Marketplace tile's forum questions. If there are repeated questions unanswered along with poor ratings your tile will be removed.
- ❑ You must handle and acknowledge reviews. Consistent bad reviews with no interaction will result in the product tile being removed.
- ❑ All assets/services must be made available to AMPLIFY Marketplace testers for evaluation and approval.
- ❑ For non open source products, Seller must be able to provide technical support to users. Support email address required.

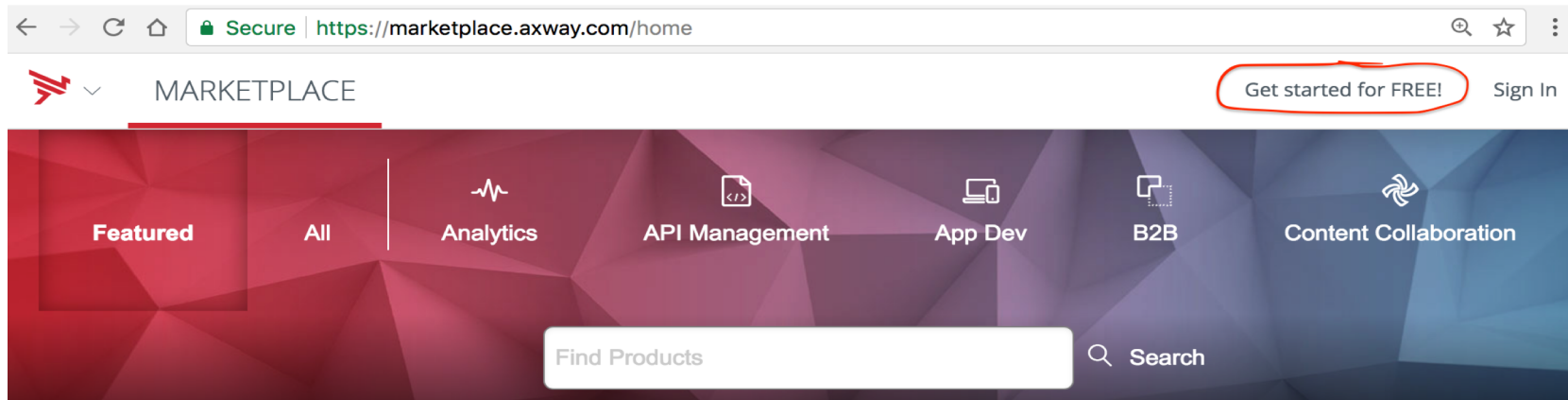
You will take a buyer through stages



Your setup in the Marketplace

Create your AMPLIFY platform account

- Go to "marketplace.axway.com" and simply locate the "Get started for free" link on the top right to get a free account
- View the email that was sent to you and activate the account
- Then go to <http://marketplace.axway.com> and login with your new platform ID

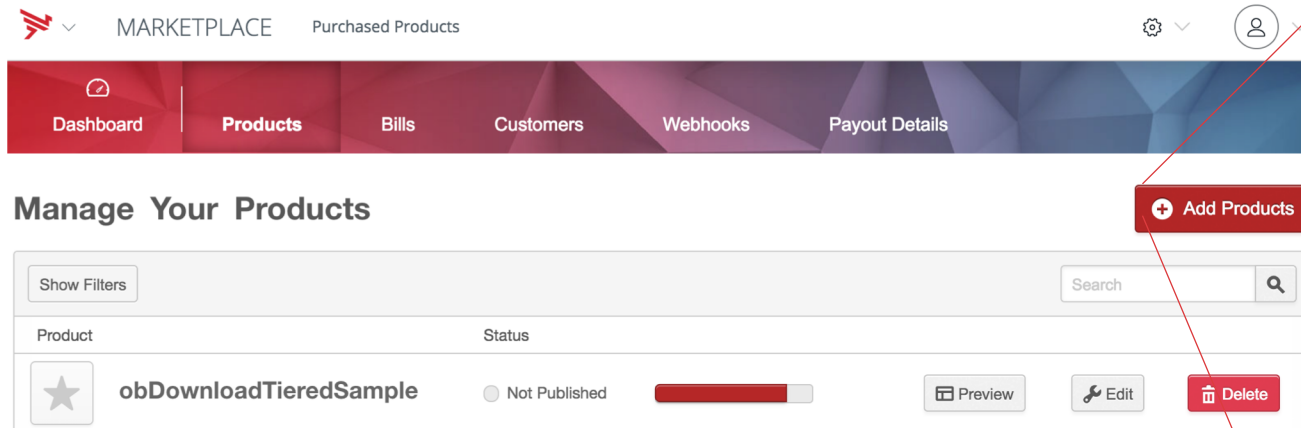


AMPLIFY Marketplace account

- Actors:
 - Buyer (Customer, User)
 - Seller (Axway, Partner, Asset Owner, Contributor)
 - Developers (Buyer, Seller)
- Each account holder is a Developer role and implicitly is a buyer
- Each Developer also gets a Seller role by default
- As a Seller you can add new products to the Marketplace
- As a Seller you can edit published product and preview changes without republishing
- To publish assets in the marketplace the asset will go through an approval process by Axway


Add Products to the Marketplace

Manage → Developer -> Products -> Add Products



Manage Your Products

Show Filters Search

Product	Status
 obDownloadTieredSample	<input type="radio"/> Not Published <div><div></div></div>

Preview Edit Delete

You can add as many products as you want, subject to Axway approval process

Create New Product

Thank you for registering as a Publisher! To get started, we'll need some basic information about your product so we can customize your marketing profile. Note that you cannot change your Product Type once you have created your product.

Product Name *

Service Type *

☐ Standalone Product

☐ Add-on for Product

Product Type *

☒ Web App

☐ Download

☐ Open Source

Integration Type *

☐ Referral Only

☒ Full Integration

Revenue Model *

☐ Free

☐ One time

☒ Recurring

☐ Tiered

☐ I agree to the distribution terms and conditions. *

Create Product

Service Type selection

Create New Product

Thank you for registering as a Publisher! To get started, we'll need some basic information about your product so we can customize your marketing profile. Note that you cannot change your Product Type once you have created your product.

Product Name *

Service Type *

☒ Standalone Product ☐ Add-on for Product

Product Type *

☒ Web App ☐ Download

☐ Open Source

Integration Type *

☐ Referral Only ☒ Full Integration

Revenue Model *

☐ Free ☐ One time

☒ Recurring ☐ Tiered

☐ I agree to [the distribution terms and conditions.](#) *

Create Product

Standalone Product - 99% of the time you need to select this one. This will actually create a “tile” in the marketplace for the product.

Add-on for Product – This is a product you would add on to a Standalone product. For example, maybe you have a premium support feature you want to add on to all your connectors as a customer option and you would like to manage it outside of the Standalone product because it applies to several products. This DOES NOT have its own tile in the marketplace. It only appears when a user selects a standalone product with this add on attached.

Types of products you can create

Create New Product

Thank you for registering as a Publisher! To get started, we'll need some basic information about your product so we can customize your marketing profile. Note that you cannot change your Product Type once you have created your product.

Product Name *

Service Type *

Product Type *

Integration Type *

Revenue Model *

☐ I agree to [the distribution terms and conditions.](#) *

Create Product

Download – Most common type of product in the marketplace. Allows you to upload and protect the downloadable zip file.

Open Source – Second most common product in the marketplace, use to describe an open source asset on GitHub you want to bring visibility to

Web App - Services products in the marketplace with the ability to call a web hook that provisions the service. Integration required

Integration Type selection

Create New Product

Thank you for registering as a Publisher! To get started, we'll need some basic information about your product so we can customize your marketing profile. Note that you cannot change your Product Type once you have created your product.

Product Name *

Service Type *

☒ Standalone Product ☐ Add-on for Product

Product Type *

☒ Web App ☐ Download ☐ Open Source

Integration Type *

☐ Referral Only ☒ Full Integration

Revenue Model *

☐ Free ☐ One time ☒ Recurring ☐ Tiered

☐ I agree to [the distribution terms and conditions.](#) *

Create Product

Full Integration - Billing, invoicing, payment and notifications will be handled by Axway.

Referral Only – When the user clicks Buy/Download they are redirected to another website that handles billing, invoicing, payment and notification.

Revenue Model selection

Create New Product

Thank you for registering as a Publisher! To get started, we'll need some basic information about your product so we can customize your marketing profile. Note that you cannot change your Product Type once you have created your product.

Product Name *

Service Type *

Product Type *

Integration Type *

Revenue Model *

☐ FREE ☒ Free ☐ One time

☐ \$/Mo ☒ Recurring ☐ \$/Mo or \$/Yr ☐ Tiered

☐ I agree to [the distribution terms and conditions](#). *

Create Product

Free - If the product is free or open source

One time – If the product requires only a one time fee

Recurring – For an ongoing subscription

Tiered – Pricing based on duration within a recurring subscription

Note: You can add more advanced pricing options

AMPLIFY Marketplace Distributor terms

Create New Product

Thank you for registering as a Publisher! To get started, we'll need some basic information about your product so we can customize your marketing profile. Note that you cannot change your Product Type once you have created your product.

Product Name *

Service Type *

Product Type *

Integration Type *

Revenue Model *

☐ I agree to the distribution terms and conditions. *

Create Product or cancel and go to your products page.

Contributing as a partner?

- **Our generous revenue shared model** (90% for the Seller, 10% for Axway)
- **Referrals are redirected to partners**, sharing depends upon a paid or free assets

For more information go to the below link

<https://www.axway.com/en/marketplace-contributor-terms-of-use>


Product configuration options

SMB CONNECTOR FOR AXWAY
SECURETRANSPORT

Product Dashboard

Profile Progress 100%

[Publish](#) [Preview](#)

 **SMB Connector for Axway
SecureTransport** [Preview Profile](#) [Publish](#)

Published

Product ID ? 182140

Profile Progress 100%

PROFILE & BRANDING **1**

Listing Info

Profile

► Features 3

Customers & Media

Support

Resources

EDITIONS AND PRICING **2**

Pricing

INTEGRATION **3**

Upload Product File

SETTINGS **4**

Product Settings

1 **Create Marketing Profile** [Go to Profile](#)

Add images, marketing copy, and resources. A thorough profile sells. [Learn More](#)

Complete

2 **Create Editions and Pricing** [Create Edition](#)

You'll need at least one edition to create a payment plan [Learn More](#)

Complete

3 **Create Download Link** [Go to Profile](#)

Link to where users will download your product from. [Learn More](#)

Complete

1. Profile & Branding
2. Editions & Pricing
3. Integration
4. Product Settings

Configure Profile and Branding

Listing Info

SYNCPPLICITYTEST

Product Dashboard

Profile Progress 7%

Publish Preview

PROFILE & BRANDING

Listing Info

Profile

Features 0

Customers & Media

Support

Resources

EDITIONS AND PRICING

Editions 1

Shared Features & Footnotes

INTEGRATION

Edit Integration

Edit Authentication

Run Ping Tests

Events

Accounts

Integration Report 0%

SETTINGS

Product Settings

Manage Listing Info

BASIC INFORMATION

Company name ?

Axway

Product name ?

SyncplicityTest

Command Line Name ?

5 word description ?

Brief overview ?

Starting Price ?

Automatic

Manual

LEGAL

Link to Privacy Policy ?

e.g. http://www.yourapp.com/privacy_policy

Link to Terms and Conditions ?

e.g. http://www.yourapp.com/terms_and_conditions

LOGOS

- Company Name
- Product Name
- 5 word description
- Brief Overview and SEO Description
- Link to Privacy Policy - only if service captures information
- Link to Terms and Conditions
- Product Logos , both 64x64 and 115x115
- Select appropriate category (mandatory)

Configure Profile and Branding

Profile

SYNCPPLICITY DLP CONNECTOR

Product Dashboard

Profile Progress 100%

Publish

Preview

PROFILE & BRANDING

Listing Info

Profile

► Features 1

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Manage Profile

OVERVIEW INFORMATION

* Splash title ?

Syncplicity DLP Connector


* Splash description ?

To enforce security policies for sensitive and confidential content, Syncplicity integrates with leading DLP (data loss prevention) solutions to control access to and sharing of documents based on an organizations DLP classification and group-based

* Overview image ?

For the highest quality image, we recommend uploading a high-resolution image (at least 236x236).

Drag and drop here (350px x 315px)



Remove

or

Choose File

 No file chosen

Embedded Video URL ?

e.g. http://www.yourapp.com/video_url

Documentation Link ?

<https://www.syncplicity.com/xDLPConnectorDocumentation>

- Splash title
- Splash description
- Overview image
- Documentation Link
- Version (mandatory)
- Benefits: At least 1 benefit
- Features: At least 1 feature

Configure Profile and Branding

Support

SYNCPLOCITY DLP CONNECTOR

Product Dashboard

Profile Progress100%

PublishPreview

PROFILE & BRANDING

Listing Info

Profile

Features1

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Manage Support Information

CONTACT INFORMATION

Support phone number?

* Support email address?

RESOURCES

Knowledge base/Help center URL?

Support details?

Save

Save and Preview

Cancel

- Support phone number
- Support email address
- Knowledge base/help center
- Support details



Pricing Configuration

Secure | <https://marketplace.axway.com/cms/editApp/18747221748726457#editions%2F39...>

MARKETPLACE Purchased Products

Dashboard Products Bills Customers Settings Webhooks

OBDDOWNLOADTESTRECURRING

Product Dashboard

Profile Progress 15%

Publish Preview

PROFILE & BRANDING

Listing Info

Profile

Features 0

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Manage Pricing Edition

EDITION INFORMATION

Name

Recurring Edition

Edition Code

RECURRING

Target Audience

Position

1

☒ Show as primary pricing plan.

Purchase Options

☐ This edition will be selected when a customer chooses a one-click free trial.

☐ This edition can only be bought as part of a bundle.

☐ This edition is hidden from marketplace customers.

☐ Enable Lead Generation.

[+ Include another usage rate](#)

Setup Fee [+ Add a Setup Fee](#)

Contract Terms [+ Add Contract Terms](#)

Usage Options

☐ Allow custom metered usage
If checked, allow reporting metered usage with arbitrary cost and description.

☐ Separate pre-paid order
If checked, all metered usage will be charged at the end of the billing cycle. Any other fees will be pre-paid at the beginning of the billing cycle.

☐ Keep billing cycle on usage change
If checked, the billing date for a subscription will not change when a customer updates how many units they have purchased.

INCLUDED ITEMS

Add the services you would like to include with this edition. The fields below allow you to determine the type and quantity of items you want to offer in this edition. For example, you can include 5 users and 10 megabytes of storage. When you select "unlimited" quantity of items, you cannot define a price per item.

Unit type	Quantity
Seats	0 <input type="checkbox"/> Unlimited

If no users are included, payment plans must define a cost per user.

[+ Include another item](#)

EDITION FEATURES AND BENEFITS

Describe the defining features and benefits of this plan.

Feature
Text
Tooltip Information

[+ Add another feature](#)

PAYMENT PLANS

Set pricing and payment options for this plan.

Free Trial Period

0 Day

Expired Free Trial Grace Period:

Day(s)

Revenue Model

Recurring

You must define either a flat or a per unit rate for this revenue model.

RECURRING PRICE

Payment Plan ID: Not published

Billing Frequency

Charge Per: Month

Flat Price [+ Add A Flat Rate Price](#)

Price Per Unit

Include per unit prices to charge per given unit type. For example, for \$5.00/megabytes at a monthly frequency, your customer will define how many megabytes they would like to buy at the time of purchase and then be billed monthly.

Unit type

per Seats per Month

Price Range

USD

10

Min 1 - Max 100 Seats [Reset](#)

[+ Add another usage range](#)

Restrict purchases to increments of 1

☐ Display price per increment
To display calculated price per increment, set minimum quantity to match the increment.

☐ Metered usage
Select metered usage if you want to charge for usage measured on an ongoing basis.

☐ Setup Fee per Seat

- Payment plan
- Recurring price
- Different pricing plan options available

Configure Integration

Product Type: Web App

The screenshot shows the 'Edit Integration' page for a 'Web App' product type. The left sidebar contains a navigation menu with sections: SYNCPLICITYTEST, PROFILE & BRANDING, EDITIONS AND PRICING, INTEGRATION (highlighted), and SETTINGS. The main content area is titled 'Edit Integration' and contains several sections: SUBSCRIPTIONS (with fields for Create, Change, and Cancel notification URLs, and a checkbox for 'Enable upcoming invoice notification'), ACCESS MANAGEMENT (with fields for User Assignment and Unassignment notification URLs), USER INFORMATION TO SYNC (a list of data points to sync), and OAUTH CONFIGURATION (with fields for OAuth Consumer Key and Secret, and a 'Generate New Secret' button). At the bottom, there are 'Save' and 'Cancel' buttons.

Allows you create a form requesting additional information from the customer to provision services



Product Type: Download

The screenshot shows the 'Upload Product File' page for a 'Download' product type. The left sidebar contains a navigation menu with sections: ZENDESK CONNECTOR, PROFILE & BRANDING, EDITIONS AND PRICING, INTEGRATION (highlighted), and SETTINGS. The main content area is titled 'Upload Product File' and contains several sections: UPLOAD PRODUCT FILE (with a 'Choose File' button and a note about file requirements), YOUR PRODUCT VERSION (with a text input field), DOWNLOAD NOTIFICATION URL (with a text input field), CHANGE NOTIFICATION URL (with a text input field), CANCELLATION NOTIFICATION URL (with a text input field), and OAUTH CONFIGURATION (with fields for OAuth Consumer Key and Secret, and a 'Generate New Secret' button). At the bottom, there are 'Save' and 'Cancel' buttons.

Notification URL for Product Type Download :

<https://api.appcelerator.net/p/v1/appdirect/success?eventUrl={eventUrl}>

If any errors, the interim API

endpoint: <https://marketplace.axway.com/api/integration/v1/dummy/success?token=success>

Product Settings for exporting and importing configuration

ZENDESK CONNECTOR

Product Dashboard

Profile Progress 83%

Publish Preview

PROFILE & BRANDING

Listing Info

Profile

▸ Features 0

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Product Settings

IMPORT PROFILE

Uploaded content will replace all of your current development product content. The file you upload must be a .zip which includes an .xml file of your product content and any images you would like imported.

Choose File No file chosen

Import .zip

EXPORT PROFILE

Export all of your product's current content in a .zip file, including an xml file and all images.

Export .zip

- You can import (upload) and export (download) product/asset data
- The zipped .xml file includes the product settings, all product data including descriptions, pricing, configurations, and images
- The only exceptions are consumer keys and secrets are not part of it

Product Preview

MARKETPLACE Purchased Products

Dashboard Products Settings Integration Configuration Customize Storefront

WS SECURITY USERTOKEN AND TIMESTAMP SAMPLE

Product Dashboard

Profile Progress 80%

Preview

PROFILE & BRANDING

Listing Info

Profile

Features 0

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

SETTINGS

Product Settings

WS Security UserToken and Timestamp Sample

Published

Product ID 187376

Profile Progress 80%

Create Marketing Profile

1 Add images, marketing copy, and resources. A thorough profile sells. [Learn More](#)

83%

Create Editions and Pricing

2 You'll need at least one edition to create a payment plan [Learn More](#)

Complete

Create Download Link

3 Link to where users will download your product from. [Learn More](#)

0%

Secure | https://marketplace.axway.com/apps/187374?dev=CHANNEL#!overview

Back To Dashboard Edit Profile Preview Profile View Live Profile

Featured All Analytics API Management App Dev B2B Content Collaboration MFT

Find Products Search

WS Security UserToken and Timestamp Sample

WSec Usertoken Timestamp

POLICY & FILTERS

Download

Overview Reviews Questions Policies & Support Editions & Pricing

WS Security UserToken and Timestamp Sample

This policy provides an example WS Security policy for User Token and Timestamp validation. The associated exercise covers step by step how to use this policy, as well as how to virtualize a web service in the API Gateway, and test it with Soap UI.

Features and Benefits

List the main features and benefits of your product and services.

Add Features

View Screenshots 2

Read Documentation

DETAILS

API Management

API Manager / Gateway

Industry

US Federal Government

Developer

Axway

PRICING

Free Edition

Free

RELATED PRODUCTS

Paint Module

★★★★★

- View pricing
- Try out the purchase process
- Continue to edit

Publish in the Marketplace

- Select corresponding Axway Product Line for your asset (Analytics, API Management, App Dev, B2B, Content & Collaboration, MFT)
- Collecting Leads? Yes/No (In addition to Purchase or Instead of Purchase)
- Availability
 - Visible on AMPLIFY Marketplace only
 - Visible on Marketplace Network. Option to federate product to other marketplaces powered by AppDirect.
- Tags
 - Industry Specific (Automotive, Banking & Finance, HLS, Retail/CPG, Manufacturing, Government)
 - Product Line Specific (custom) - Analytics, API Management, AppDev, B2B, Content & Collaboration, MFT
- Show as Coming Soon on Marketplace – To advertise a product before a customer can actually buy it.



The screenshot displays the 'Axway AMPLIFY API Builder' interface. At the top, there is a header bar with the Axway logo, the text 'Axway AMPLIFY API Builder', a radio button labeled 'Not Published', a 'Preview Profile' button, and a red 'Publish' button. Below the header, the 'Product ID' field is shown with a question mark icon and the text 'Not published'. At the bottom, the 'Profile Progress' section features a red progress bar and the text '44%'.

Marketplace other admin options

Manage Your Revenue and Downloads

ID	Created	Status	Company	Product	Frequency	Total Fee
7665004	11/15/17	Active	Stan's Company	SMB Connector for Axway SecureTransport	Month	\$0.00
7663470	11/15/17	Active	Kelvin's Company	Google Maps for iOS	One Time	\$0.00
7663466	11/15/17	Active	Kelvin's Company	Android Youtube Player	Month	\$0.00
7663380	11/14/17	Active	Scott's Company	Fancy Tabbed Bar	Month	\$0.00
7660428	11/14/17	Active	Julien's Company	Calendar Event	Month	\$0.00
7660242	11/14/17	Active	Kelvin's Company	New Relic for Mobile Apps	Month	\$0.00
7660238	11/14/17	Active	Kelvin's Company	Barcode Scanner Module	Month	\$0.00
7658494	11/13/17	Active	Scott's Company	Alloy ScrollableTab	One Time	\$8.00
7656798	11/13/17	Active	Garrett's Company	Fancy Tabbed Bar	Month	\$0.00
7656648	11/13/17	Active	Excentric Media	Android Audio Streamer	Month	\$0.00

Created between	Launched on	Application	Company	User
	11/09/17 1:06:46 PM	Embedded Analytics for SecureTransport	Chuck's Company	Chuck Moll
	11/09/17 1:05:16 PM	Embedded Analytics for SecureTransport	Chuck's Company	Chuck Moll
	11/08/17 6:50:26 PM	Embedded Analytics for API Management	Carolina's Company	Carolina Hernandez
	11/08/17 1:02:51 PM	Embedded Analytics for SecureTransport	Julio's Company	Julio Pineda
	11/08/17 1:01:51 PM	Embedded Analytics for API Management	Julio's Company	Julio Pineda
	11/08/17 1:00:14 PM	Embedded Analytics for SecureTransport	Julio's Company	Julio Pineda
	11/08/17 5:35:43 AM	Embedded Analytics for API Management	Carole's Company	Carole Kennel
	11/08/17 5:25:51 AM	Embedded Analytics for API Management	Carole's Company	Carole Kennel
	11/08/17 2:40:12 AM	Embedded Analytics for SecureTransport	Axway	Emmanuel Manfredi
	11/08/17 2:40:03 AM	Embedded Analytics for SecureTransport	Axway	Emmanuel Manfredi
	11/08/17 2:39:40 AM	Embedded Analytics for SecureTransport	Axway	Emmanuel Manfredi
	11/06/17 10:41:53 PM	Embedded Analytics for API Management	Sam's Company	Sam Xu
	11/06/17 3:05:09 PM	Embedded Analytics for SecureTransport	Bryan's Company	Bryan Schmidt
	11/06/17 9:39:23 AM	Embedded Analytics for API Management	Axway	Emmanuel Manfredi
	11/06/17 5:47:47 AM	Embedded Analytics for API Management	Anup's Company	Anup Bongirwar
	11/06/17 5:36:48 AM	Embedded Analytics for API Management	Anup's Company	Anup Bongirwar
	11/06/17 5:34:08 AM	Embedded Analytics for API Management	Anup's Company	Anup Bongirwar
	11/01/17 11:55:46 AM	Embedded Analytics for SecureTransport	Don's Company	Don Tate
	10/31/17 9:40:06 AM	Embedded Analytics for SecureTransport	Axway	Laura Heritage

Search, Filter and View per Product or Customer

- Orders
- Invoices
- Payments
- Reconciliation

View Event and Usage Logs

- Downloads
- Integration Events

Marketplace assets subscription stages

Status of a product as it progresses through the purchase flow

Initialized	Newly placed order
Pending User Approval	A sales support representative or other authorized representative has placed an order on behalf of a registered user
Pending Remote Creation	Product Vendor confirms order receipt and provisions the product to the marketplace
Upcoming	A renewable subscription <ul style="list-style-type: none">• Order specifies an active product edition the user already has
Suspended	Occurs when an invoice is not paid and the grace period has expired
Cancelled	Customer subscription access and history are removed <ul style="list-style-type: none">• Cannot restore deleted history

Product Promotion options

Bundles



- Bundles are complementary products sold together which may help generate additional marketplace revenue, introduce customers to products they may not be aware of, and can simplify their shopping experience
- Offer discounted rates on products when purchased in a bundle

Promotional Products

- Suggested Products appear on a customer's My Apps page for purchase
- Click on the product to go directly to checkout

Discounts



- Can be for all customers or targeted to a specific audience
- Create your own restrictions on quantity, availability

Merchandising Ribbon

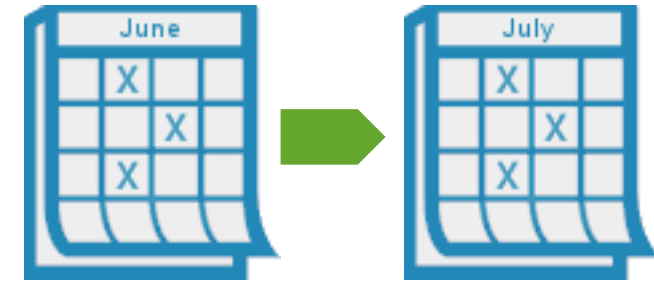
- Draw attention to specific products
- Use your own words
- Customizable colors



Billing Cycles

Order Date

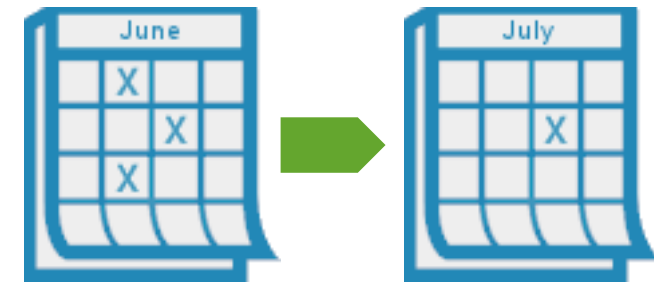
- Invoice is generated on the order creation date
- Separate invoice per order
- Subsequent invoices generated on each order's renewal date (i.e. monthly, yearly renewal date)
- Default marketplace billing setting



Orders placed in June, invoices on same dates in July

Fixed Date

- Invoice generated same date each month
- Separate invoice per order
- First invoice is prorated to the next fixed billing date



Orders placed in June, invoices on fixed date in July

Invoice states

Paid	Payment was recorded either at the time of purchase, or after an invoice was sent to the customer
Unpaid	No payment has been recorded. Unpaid amounts do not carry over to the next invoice
Carried	<p>Payment or credit was applied, but has not yet been processed during the current billing period</p> <ul style="list-style-type: none">• The cost associated with a carried invoice is carried over and included in a new invoice sent in the next billing cycle

Invoice events

Each invoice type corresponds to its order purchase flow:

- Initial Purchase
- Downgrade Application
- Upgrade Application
- Cancel Application
- Refund Payment
- Discount Applied
- Metered Billing
- Contract Renewal
- Free Trial
- Free Trial: One-click Free Trial
- Suspended Application
- Assisted Sales





Thank you

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