

AMPLIFY Marketplace Sellers Guide

Version 1.0 of April 6, 2018
Status: First published version

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1. Introduction

The purpose of this guide is to assist new and existing [AMPLIFY Marketplace](#) sellers on the steps required to publish products and services.

The Axway AMPLIFY Marketplace is a curated shopping experience that brings together Axway customers and partners, enabling them to co-create and exchange value. The Axway AMPLIFY Marketplace includes products provided by Axway, Axway customers, and Axway partners, that enhance and augment Axway solutions and accelerates speed to market.

Examples of assets include: connectors, APIs and API definitions, scripts and tools, templates, modules, policies and services.

1.1. Benefits

- Present your products to developers and Axway customers
- Increase sales and lead generation with another channel to sell and promote products
- Promote integration to Axway products and complementary services
- Broaden your brand reach and monetize products
- Low risk with zero money down, low effort
- 90-10% revenue share for downloadable products, ad hoc revenue sharing for SaaS offerings
- Quickly on-board assets, self-publish and self-manage your product
- Get visibility of the assets performance

2. Seller Requirements

2.1. General AMPLIFY Marketplace Policy

- All products and services must meet business and technical requirements and provide the minimum marketplace tile fields to be approved to appear in the AMPLIFY Marketplace
- All products and services must remain in compliance with all requirements or they can be removed from the AMPLIFY Marketplace at marketplace administrator discretion.

2.2. Requirements to publish assets

- Your product or 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, including version number and what's new in the latest version.
- You must ensure proper monitoring of your Marketplace tile's forum questions. If there are repeated questions unanswered along with poor ratings your product will be removed.
- You must handle and acknowledge reviews. Consistent bad reviews with no interaction will result in the product being removed.
- All products/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.

3. Product Types

The AMPLIFY Marketplace classifies 3 types of assets or products:

- **Download** – Most common type of product in the marketplace. Sellers upload the product to the AMPLIFY Marketplace and buyers are able to download the product.
- **Open Source** – Second most common product in the marketplace, used for open source projects with link to public repository like GitHub.
- **Web App** - SaaS offerings that require full integration with the AMPLIFY Marketplace including the ability to call web hooks that provision the service. Integration between Seller service and AMPLIFY Marketplace is required.

3.1. Integration type

Within the 3 different asset types we have two types of integration:

- **Full Integrated** - Which allows your products/services to have all the marketplace features including billing and processing.
- **Referral Only** - Refers to SaaS services or websites. There are no integrations with the marketplace. No commercial transactions flow through the marketplace. Sellers looking to sell their products or SaaS services have to sign a Marketplace Referral Agreement with Axway.

4. Pricing Types

There are different types of payment options for your assets in the AMPLIFY Marketplace, each with its own benefits.

For fully integrated assets (see section 3.1 Integration type) all the revenue transactions take place in the marketplace.

- **Free** - Free asset means that buyers do not pay for the products or services offered in the marketplace. Free assets can be of product type Download, Open Source or Web app. This is the only revenue model that can be configured to have an expiration date, at which point the user will lose access.
- **One-time payment** – One-time charge with no duration or billing cycle. After customers purchase the asset, they own it permanently. Most used and recommended for downloadable products.
- **Recurring payment** – Recommended for web apps subscriptions. You set all prices for *one billing frequency*, for example, monthly, and customers receive invoices at that interval. You can offer customers multiple price options. For example, prices that differ based on the quantity that customers purchase. You can charge for metered usage and configure each price option with unique contract terms.
- **Tiered payment** – Similar to recurring model, additionally multiple price options can be offered with different billing frequencies. For example, a monthly subscription price and an annual subscription price.

4.1. Summary for Product type and Pricing type selection

Step 1:

What type of product are you offering?		
Downloadable product	Open source	Web app

Step 2:

What integration type do you need?	
Fully Integrated Marketplace features	Referral only, no Marketplace download or billing

Step 3:

Select your payment type?			
Free	On-time payment	Recurring payment	Tiered payment

4.2. Taxes

Prices stated in the marketplace exclude all taxes and charges, unless stated otherwise. The seller is responsible for any taxes and for all other charges incidental to using the marketplace, for example, data charges and currency exchange settlements.

4.3. Refunds

By general policy there are not refunds for products purchased via one-time payment, recurring payment or tiered payment. Only in cases where the purchase in the marketplace does not work at all and it is demonstrated, a refund will be issued. Refunds will be issued if the purchase was made only within 30 days of reporting that the product does not work. Partial functionality should be discussed with the owner of the product (the seller) as part of the available support.

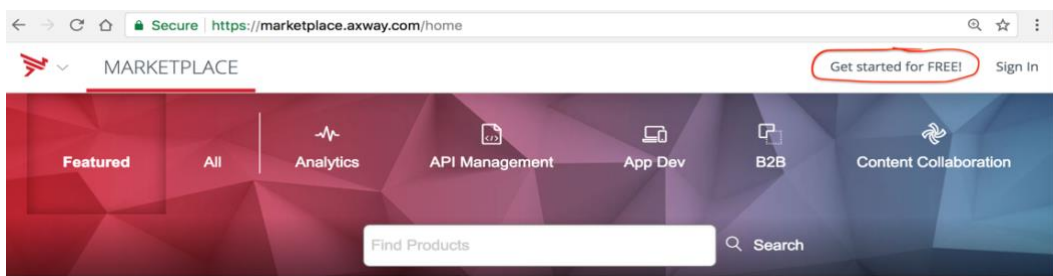
There will be no refunds for Annual Subscription Plan payments. Please be certain you are committing to a one (1) year period if you select the Annual Subscription Plan. If you are not certain, we recommend choosing the Monthly Subscription Plan.

5. Product submission and approval process

5.1. How to register to the Marketplace?

Step 1: Set up account with Axway

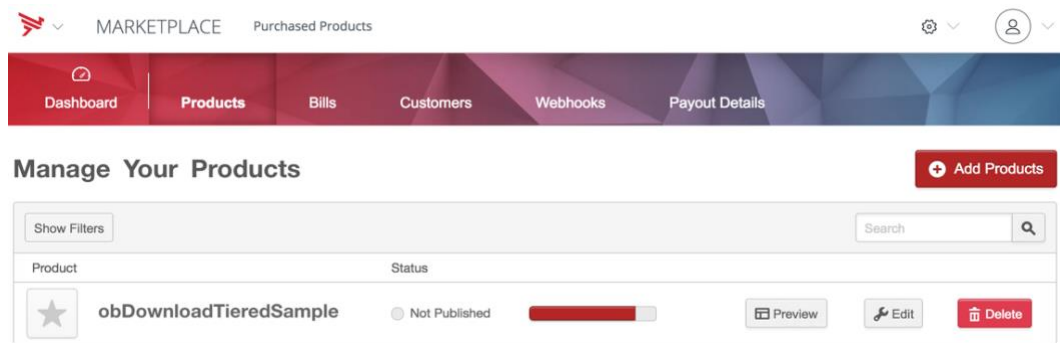
- Go to "marketplace.axway.com" and click on "Get started for free" link on the top right to get a free account
- Then go to <http://marketplace.axway.com> and login with the new platform ID



5.2. How to add products to the marketplace?

Step 2: Add Products to Marketplace

- Go to Manage-->"Developer" dropdown from the main navigation bar, then choose "Products" from the sub-menu
- Click on "Add Product"



- It takes to the "Create New Product" screen as shown below

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

☐ Free



☐ One time

\$/Mo

☒ Recurring

\$/Mo
or
\$/Yr

☐ Tiered

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

Create Product

- Based on the requirements select the appropriate Service Type, Product Type, Integration Type and Revenue model. See section 4.1 for more details.
- Read the distribution terms and conditions and click on “Create Product” to proceed.

Step 3: Product configuration

- As shown below, only when the “Marketing profile”, “Editions and Pricing”, “Download link” are shown as complete, the asset can be published.
- By filling in appropriate details in “Profile & Branding”, “Editions and Pricing”, “Integration” and “Product settings” sections, the product can be configured and be published. The following steps would look into each of these sections in more details.

The screenshot displays the 'SMB Connector for Axway SecureTransport' interface. On the left is a sidebar menu with sections: 'PROFILE & BRANDING' (Listing Info, Profile, Features with a count of 3), 'CUSTOMERS & MEDIA', 'Support', 'Resources', 'EDITIONS AND PRICING' (Pricing), 'INTEGRATION' (Upload Product File), and 'SETTINGS' (Product Settings). The main content area shows the 'Product Dashboard' for 'SMB Connector for Axway SecureTransport', which is marked as 'Published'. It displays 'Product ID 182140' and 'Profile Progress 100%'. Below this, a numbered list of three steps is shown, all marked as 'Complete': 1. 'Create Marketing Profile' (with a 'Go to Profile' button), 2. 'Create Editions and Pricing' (with a 'Create Edition' button), and 3. 'Create Download Link' (with a 'Go to Profile' button). Each step includes a brief description and a 'Learn More' link.

Step 3.1: Listing info

- In the listing info section enter the following information:
 - ✓ Company Name-> Name of the company
 - ✓ Product Name-> Name of the product/asset being published in Axway marketplace
 - ✓ 5-word description-> Short description of the asset/product
 - ✓ Brief Overview and SEO Description->Overview of the product/asset
 - ✓ Link to Product's website->This is the link where the customers will be taken from Axway Marketplace. This is mandatory for referral type of integrations
 - ✓ Link to Privacy Policy -> Either seller's own policy or Axway's policy
 - ✓ Link to Terms and Conditions->Either seller's own or Axway's T&C
 - ✓ Product Logos-> both minimum 64x64 and 115x115 (high quality recommended)
 - ✓ Select appropriate category (mandatory)-> select the industry, attributes

DOWNLOAD_REFERAL_TEST

Product Dashboard

Profile Progress 100%

Publish Preview

PROFILE & BRANDING

Listing Info

Profile

► Features 1

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

SETTINGS

Product Settings

Manage Listing Info

BASIC INFORMATION

• Company name ?

TestAxway's Company

• Product name ?

Download_Referral_Test

Command Line Name ?

• 5 word description ?

Test Download

• Brief Overview and SEO Description ?

Test Download Type assets

Concise overview of your product displayed on the marketplace listing page, recommendation engine and SEO description.

• Link to your product's website ?

https://www.axway.com

Starting Price ?

☒ Automatic
 ☐ Manual

Step 3.2: Profile

- This is the asset's overview screen displayed to the buyer/customer, all mandatory fields for your product.
 - ✓ Splash title-> Define the value proposition/ attractive messaging
 - ✓ Splash description-> Description that gives details about the asset
 - ✓ Overview image
 - ✓ Documentation Link-> This is to direct the customers to product's documentation
 - ✓ Feature/Benefit-> Highlight at least one attractive feature about the product/asset
 - ✓ Version Number and What's new-> Specify the current version of the asset and its new features

BUYMYASSET

Product Dashboard

Profile Progress 100%

Publish

Preview

PROFILE & BRANDING

Listing Info

Profile

Features 3

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Manage Profile

OVERVIEW INFORMATION

Splash title

Billing Made Easy

Splash description

Billsy is an accounting software tool that allows small businesses to manage their invoices, purchases, payments and expenses.

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

Choose File

No file chosen

Embedded Video URL

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

Documentation Link

e.g. <http://www.yourapp.com/documentation>

SCREENSHOTS

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

Screenshot

Image

Choose File

No file chosen

Caption

Add another screenshot

BENEFITS

Add another benefit

Save

Save and Preview

Cancel

BUYMYASSET

Product Dashboard

Profile Progress 100%

Publish

Preview

PROFILE & BRANDING

Listing Info

Profile

Features

Shared Management ...

Easy Invoicing

Email Manager

Add New Feature

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Manage Feature

Describe a feature in your product. Customers most often compare features to determine if a product is right for their business.

FEATURE INFORMATION

Title

Shared Management Roles

Slogan

Description

Multiple users can manage a profile and share accounts. User roles can be changed at any time.

Position

1

☐ Hide on Overview tab

FEATURE CHARACTERISTICS

Image or screenshot

Drag and drop here

or

Choose File

No file chosen

Characteristic

Characteristic position

1

Characteristic title

☐ Move above picture

Characteristic highlight

Description

Step 3.3: Customer and Media

- Use this section to display any of the product's existing customer as featured customers in the overview page of the assets/product. This is not a mandatory step.

Step 3.4: Support

- Enter the following information
 - ✓ Support phone number
 - ✓ Support email address (mandatory)
 - ✓ Knowledge base/help center
 - ✓ Support details

SYNPLICITY 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 Support Information

CONTACT INFORMATION

Support phone number

Support email address

marketplace@axway.com

RESOURCES

Knowledge base/Help center URL

https://syncplicity.zendesk.com/hc/en-us/

Support details

Save

Save and Preview

Cancel

Step 3.5: Resource

- Add additional information about the product in the form of PDF document or video links.

Dashboard

Products

Bills

Customers

Webhooks

Payout Details

BUYMYASSET

Product Dashboard

Profile Progress 100%

Publish

Preview

PROFILE & BRANDING

Listing Info

Profile

Features

3

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Manage Resources

DOCUMENTS

Upload PDF Documents

Upload up to 5 files with a maximum size of 25MB per file or reference up to 6 files. If both are specified, the file upload takes precedence.

PDF Document

Name

Document Link

or Choose File

No file chosen

Visibility

Only visible to Resellers

Add PDF Document

Scribd Documents

Link documents from your Scribd account. Documents from Scribd will be embedded directly into your product profile. You can find the Scribd Document ID and Key in your Scribd embed code or in the "WordPress" embed option in the Scribd embed dialog. All three fields below are required for embedding a Scribd document.

Document Name

Document ID

Document Key

Only visible to Resellers

Add Scribd Document

VIDEOS

Include YouTube or Vimeo videos of your product.

Video

Name

YouTube or Vimeo link

e.g., https://player.vimeo.com/video/1234

URLs must start with https://. For Vimeo videos, please use the embed link containing the numeric video id, e.g. http://player.vimeo.com/video/30585464

Step 3.6: Pricing and Edition

- Select required Revenue Model (free, on-time, recurring or tiered)
- Depending on the requirement, it can have a flat rate or price per unit (e.g. price per user or price per storage). Flat rate is the most common for Downloadable products.
- Selecting seats (in “included items section”) or price per /seats (in “one-time price section”) is mandatory.
- Adding features about the edition is optional

BUYMYASSET

Product Dashboard

Profile Progress 100%

Publish

Preview

PROFILE & BRANDING

Listing Info

Profile

► Features 3

Customers & Media

Support

Resources

EDITIONS AND PRICING

Pricing

INTEGRATION

Upload Product File

SETTINGS

Product Settings

Manage Pricing Edition

EDITION INFORMATION

Edition ID: Not published

Name

One Time Edition

Edition Code

ONE_TIME

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.

PAYMENT PLANS

Set pricing and payment options for this plan.

Free Trial Period

30 Day

Expired Free Trial Grace Period:

10 Day(s)

Revenue Model

Recurring

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

RECURRING PRICE

Billing Frequency

Charge Per: Month

Flat Rate Price

Price per Month

USD

100

Price Per Unit

Add Price Per Unit

Setup Fee

Add a Setup Fee

Contract Terms

Add Contract Terms

Usage Options

☐ Allow custom metered usage

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.

Included Items

Unit type	Quantity		
Contacts	100	<input type="checkbox"/> Unlimited	
Seats		<input checked="" type="checkbox"/> Unlimited	

With unlimited users enabled, you cannot define a price per user.

Add another item

EDITION FEATURES AND BENEFITS

Describe the defining features and benefits of this plan.

Feature

Text

1 User, 100 Companies Imports Contacts

Tooltip Information

Additional info from mouse hover

Add another feature

Save Plan

Save and Preview

Cancel

Step 3.7: Integration

- This step is required only if the integration type is "Full Integration" (recommended) and it is not mandatory for referral type. Full integration allows Axway to handle the purchase transactions for you.
- Upload the zip file of the product/asset that is to be published in the AMPLIFY Marketplace.
- Include the product version.

- Add the marketplace API endpoint:
(<https://marketplace.axway.com/api/integration/v1/dummy/success?token=success>)

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

Upload Product File

downloads/182390/Zendesk_Connector.zip

Upload your product:*

Choose File No file chosen

Your file must be a zip and contain at least one manifest file. Large files over 150 mb may experience upload delays.

Your Product Version:*

Detected from your module's manifest files after upload

Download Notification URL:*

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

Change Notification URL:*

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

Cancellation Notification URL:*

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

Upload documentation:

Choose File No file chosen

Your file must be a zip and contain at least one manifest file. Large files over 150 mb may experience upload delays.

OAUTH CONFIGURATION

OAuth Consumer Key ⓘ

appcelerator-266

OAuth Consumer Secret ⓘ

kNPzf024bgFQMZT2 **Generate New Secret**

[Go To Technical Doc →](#)

Save **Cancel**

Step 3.8: Product settings

- Product/asset configuration data can be imported (upload) and exported (download) in this section.
- To import product content information, you can zip an .xml file to include 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.

Step 4: Preview and Publish

Once all the above steps are completed, the asset can be previewed or published. Once it is published, it will internally be routed to the AMPLIFY Marketplace Managers for review and approval. The asset will go through a vetting process that could take up to 3 business days for the decision. If the asset is approved, then it will be published and made publicly available in the marketplace.

5.3. Items reviewed during vetting process

The AMPLIFY Marketplace Managers will review several items before approving a new product or service in the marketplace including the requirements defined on section **2.2 Requirements to publish assets**, and best practices including:

- Clear name and description including requirements such as Axway product versions or other software dependencies
- Version number and content (What's new)
- Quality of images
- Valid documentation
- Customer support information

5.4. Billing

All sellers need a Paypal account as a requirement to receive payment from the sales of the product(s). The AMPLIFY Marketplace takes care of all the transactions and sends payment to the seller's Paypal account quarterly when the balance reaches the minimum of \$50.00.

5.5. Changes and updates to the products

Every time any information of the product or service is updated by the owner/seller in the marketplace, the changes are sent to the AMPLIFY Marketplace Managers for review and approval. It is encouraged to all owners to keep the profile and software up to date making sure is clearly specify in the version number and what is new for that release. AMPLIFY Marketplace Managers could get in touch with the owners/sellers via email if there is information missing, a correction is required or if there are any questions.

6. Security

Seller must comply with the following guidelines for the products added to the marketplaces:

- The product must not contain any known vulnerabilities, malware or viruses.
- The product must not contain default passwords, authentication keys, key pairs, security keys or other credentials for any reason.
- The product must not require customer information to use the product
- The product must not require, collect or export customer data without the customer's knowledge and express consent.

Products in the Marketplace that failed to comply with these guidelines will be removed from the AMPLIFY Marketplace.

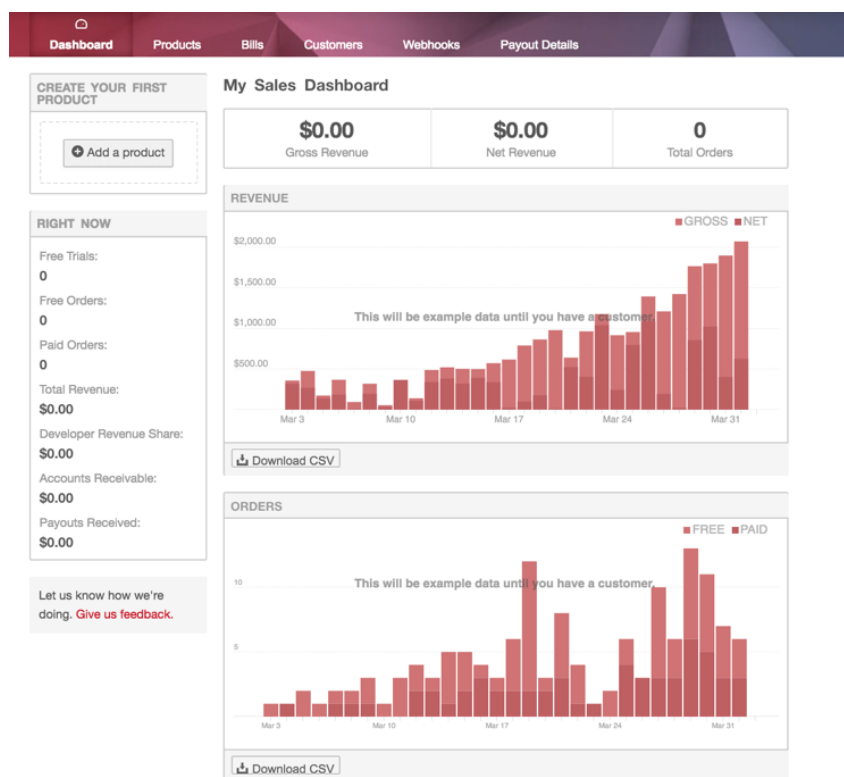
Axway will not share private or personally identifying customer information (name, email, contact info, etc.) with any seller or outside party without the written consent of the customer.

7. Product administration in the marketplace

AMPLIFY Marketplace offers dashboards to view sales metrics, manage bills and customers.

7.1. Sales Dashboard

In order to view the sales metrics: Go to manage->developer-> Sales Dashboard



In the “My Sales Dashboard” there are three main panels that can be seen:

- Recent Products pane -> It displays the three products that was most recently accessed
- Right Now pane -> It displays most recent cumulative data from the date your account
 - **Free trials**—Total number of free trials place by customers
 - **Free orders**—Total number of free orders placed by customers
 - **Paid orders**—Total number of paid orders placed by customers
 - **Total revenue**—Total revenue generated from sales of products in marketplace which is shown as gross revenue in the graphs on this page
 - **Developer revenue share**—Total revenue earned by the developer/seller from product sales on marketplaces
- The pane above the Revenue graph displays a summary of the three metrics:
 - **Gross Revenue**—Total revenue that marketplaces generated from sales of your products

- **Net Revenue**—Total revenue from sales of products on marketplace
- **Total Orders**—Total number of free and paid orders.
- The page contains two graphs:
- **Revenue**— Shows net and gross revenue monthly by default
- **Orders**—Shows paid or free orders monthly by default

7.2. Bill Management

In this section provides details about subscription and billing.
Go to Manage->developer->Bills

ID	Created	Status	Company	Application	Edition	Company	Frequency	Total Fee
7979083	03/12/18	Free trial canceled	AMP's Company	Buymyasest	One Time Edition	Axway AMPLIFY Marketplace	Monthly	\$0.00
7979067	03/12/18	Free trial canceled	Pooja's Company	Buymyasest	One Time Edition	Axway AMPLIFY Marketplace	Monthly	\$0.00

In the left pane there are sub sections:

- **Customer Subscriptions**—View subscriptions, their status, frequency and fees.
- **Customer invoices**—View invoices, customers, company, fees and status of the invoices.
- **Customer payments**—Payment details such as payment ID, date, customer, payment method, amount can be viewed.

7.3. Customer Management

In this section we can see details about seats (users) and companies using the product.
Go to Manage->Developer->Customers

Show Filters	Download CSV	Search

8. Marketing

One of the benefits of offering products and services in the AMPLIFY Marketplace is that users from different organizations and with different roles can find offerings in a centralized place.

Sellers are encouraged to drive awareness to the marketplace using links to the different offered products and to marketplace.axway.com. Announcing product availability, new versions and new products can be announced via the seller's website, social media, email campaigns, blog posts and other channels.

For customers' use cases where the Sellers' products and Axway products co-create solutions, Axway can assist the Seller and collaborate in the creation of blog posts or even webinars if both parties agreed to have that level of collaboration.

The AMPLIFY Marketplace showcase the value of the Sellers' product to Axway users around the world and also make available the possibility to create product discounts and promotional coupons.

9. Support

Customer support and documentation for the products acquired through the marketplace are supplied by the Seller (owner/developer) of the asset. Sellers can include customer support information when their product is submitted to the marketplace.

The Policies & Support link on every marketplace asset should include AMPLIFY Marketplace Terms & Conditions link and support information.

Customers are advised to contact the seller directly for support using the information submitted by the seller.

9.1. Axway Assets Support

For assets built and owned by Axway, the support contact is marketplace@axway.com where the Axway Support team will get in touch with the customer to address the inquiry.

Email to marketplace@axway.com goes to Axway's On-Demand Support team who will get in touch back to the customer via email. Depending on the inquiry our Support team will get in touch with the corresponding product experts to assist the customer. This customer support to Axway owned assets in the marketplace is considered On-demand support via email and there is not a case number assigned.

9.2. Axway Enterprise Support

Many of the assets in the Marketplace only work with purchased Axway products, therefore under valid product license or subscription, customers are entitled to full Axway Enterprise support at support.axway.com or via email to support@axway.com with applicable SLAs. This is another channel to request support for marketplace assets owned by Axway only when there is an active Axway product license or subscription.

Buyers of Axway assets in the Marketplace that do not have an active product license or subscription should follow the process described in the previous section requesting support to email marketplace@axway.com.

9.3. Marketplace Functionality Support

For cases where there are questions, inquiries or problems related to the AMPLIFY Marketplace functionality, the same process is followed as the Axway Asset Support, the support is via email to marketplace@axway.com where the Axway's On-Demand Support team will get back in touch.