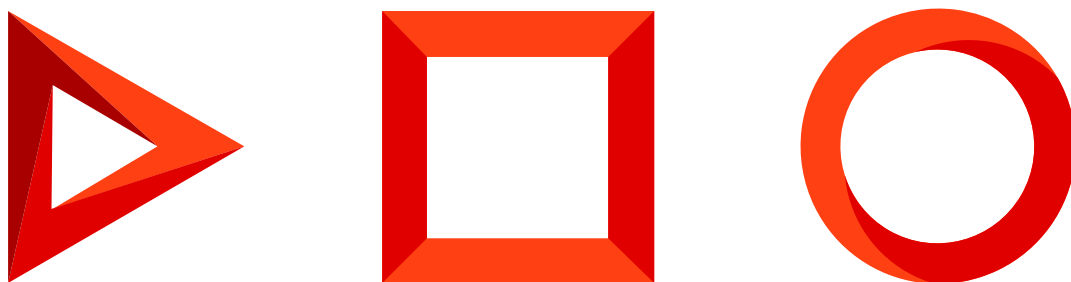


Marketplace app publication

Version 8.0



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The information contained herein is subject to change without notice and is not warranted to be error-free. If you find any errors, please report them to us in writing.

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Steps to publish the Marketplace app



Easy

After you develop and test the Marketplace app, you can publish it on Creatio Marketplace. We recommend reading the [Creatio Marketplace partner program](#) before you publish the Marketplace app.

To publish the Marketplace app, take the following **steps**:

1. Make sure the Marketplace app meets the requirements.
2. Register the Marketplace app.
3. Fill out the Marketplace app properties.
4. Publish the Marketplace app on Creatio Marketplace.

1. Make sure the Marketplace app meets the requirements

Make sure the Marketplace app meets the **requirements** listed in separate articles: [Requirements for Marketplace app](#), [Requirements for published Marketplace app resources](#).

2. Register the Marketplace app

Creatio lets you register the Marketplace app on any development step. Learn more about development steps in a separate article: [Steps to develop a Marketplace app](#).

To **register the Marketplace app**:

1. Open the [Creatio Marketplace](#) website.
2. Select [*Developer profile*] in the account menu on the toolbar.
3. Click [*Applications*] → [*Applications list*] on the property toolbar.
4. Click the [*+ Add new application*].

As a result, your Marketplace app will appear on the [*Applications list*] tab of the [*Applications*] section.

Applications						
APPLICATIONS LIST		DEVELOPMENT SITE		TEST ENVIRONMENT		
<div style="background-color: #4CAF50; color: white; padding: 5px; display: inline-block; border-radius: 3px;">+ Add new application</div>						
Name	Category	Status	Created on	Modified on	Views (30 days / total)	Downloads (30 days / total)
New application		In development	05/18/2022 - 08:35	05/18/2022 - 08:35	0/0	0 / 0

The life cycle of a Marketplace app is represented by multiple statuses (the [*Status*] column).

Note. The status is set by Creatio Marketplace support and displayed only after the Marketplace app is registered.

Available **statuses**:

- “In development”: initial Marketplace app status. The Marketplace app is in development and not available to Creatio Marketplace users.
- “Verification”: developer sent the Marketplace app for verification, and Creatio Marketplace support is reviewing the app. One of the verification process stages is ensuring the loaded packages that contain the Marketplace app functionality are compatible with base Creatio packages. As such, implement and test the claimed compatibility of the Marketplace app in accordance with the requirements. Learn more about requirements in a separate article: [Requirements for Marketplace app](#).
- “Modified”: developer changed a Marketplace app, but did not send the changes to Creatio Marketplace support for verification. Send each change to the Marketplace app for verification.
- “Published”: a Marketplace app is verified, published, and available to the Creatio Marketplace users.

3. Fill out the Marketplace app properties

Fill out the Marketplace app properties on the Marketplace app page of the Developer profile. Publish the changes implemented on this page to make them available to the Creatio Marketplace users.

To **open the properties page of a Marketplace app**:

1. Open the [Creatio Marketplace](#) website.
2. Select [*Developer profile*] in the account menu on the toolbar.
3. Click [*Applications*] → [*Applications list*] on the property toolbar.
4. Select the Marketplace app whose properties to fill out or change in the [*Applications*] section list.
5. Open the necessary tab.

To **fill out the Marketplace app properties**:

1. Fill out the general properties.
2. Fill out the additional properties.
3. Fill out the installation and setup instructions.
4. Add packages and set up licenses.
5. Specify the price.

1. Fill out the general Marketplace app properties

Fill out the general Marketplace app properties on the [*General information*] tab.

To **fill out the general Marketplace app properties**:

1. Open the [*General information*] tab. To do this, follow the instruction to open the properties page from a different section: [3. Fill out the Marketplace app properties.](#)
2. Fill out **the general properties** of the Marketplace app.
 - Enter the unique Marketplace app name that describes the app functionality in the [*Product name*] property. Required. Creatio Marketplace displays the name after the app is published. Make sure that the property value meets the requirements listed in a separate article: [Requirements for published Marketplace app resources.](#)
 - Select the Marketplace app category in the [*Category*] property. Required. A category is independent from the Marketplace app type. You can select multiple values based on the Marketplace app functionality. Available **categories**:
 - “Industries”: an industry the Marketplace app covers. Has independent business value.
 - “Connectors”: an external app the Marketplace app integrates.
 - “Applications”: a type of functionality the Marketplace app provides.
 - Select available deployment options of the Marketplace app in the [*Deployment option*] property. Required. Available **deployment options**:
 - “Cloud”: deploy the Marketplace app in the cloud.
 - “On-site”: deploy the Marketplace app on the customer's local servers.

You can select multiple values. Learn more in a separate article: [Creatio main application.](#)
 - Select available languages of the Marketplace app in the [*Localization*] property. You can select multiple values. Make sure that your property value meets the requirement from a separate article: [Requirements for Marketplace app.](#)
 - Fill out the following properties in the [*Demo link*] block:
 - Enter the link to the resource that demonstrates the Marketplace app functionality in the [*URL*] property. For example, video, presentation, or documentation. You can select multiple values.
 - Enter the title of the resource from the [*URL*] property to display in the [*Title*] property.
 - Enter brief information about the Marketplace app in the [*Product summary*] property. Describe the primary functionality and the problems the app solves. Make sure that the property value meets the requirements listed in a separate article: [Requirements for published Marketplace app resources.](#)
 - Upload the corporate logo of the Marketplace app to the [*Logo*] property. Displayed on Creatio Marketplace after the app is published. Make sure that the property value meets the requirements listed in a separate article: [Requirements for published Marketplace app resources.](#)
 - View the following properties in the [*Statistics*] block:
 - Check the number of Marketplace app views on Creatio Marketplace in the [*Views*] property.
 - Check the number of Marketplace app downloads from Creatio Marketplace in the [*Downloads*] property.


The Developer profile lets you select a period for which to display the Marketplace app stats.
3. Click [*Save*] to save the changes without sending the Marketplace app settings to the Creatio Marketplace support for verification.

- Click [*Send for verification*] to send the changes to the Marketplace app settings to the Creatio Marketplace support for verification.

2. Fill out the additional Marketplace app properties

Fill out the additional Marketplace app properties on the [*Details*] tab.

To **fill out the additional Marketplace app properties**:

- Open the [*Details*] tab. To do this, follow the instruction to open the properties page from a different section: [3. Fill out the Marketplace app properties.](#)
- Fill out **the additional Marketplace app properties**.
 - Enter the detailed Marketplace app description in the [*Product description*] property. Describe the features and benefits of the Marketplace app. Make sure that the property value meets the requirements listed in a separate article: [Requirements for published Marketplace app resources.](#)
You can view the example of detailed descriptions on app pages on Creatio Marketplace.
 - Fill out the following properties in the [*Additional resources*] block (the  button):
 - Enter the link to the external resource that contains the Marketplace app description in the [*URL*] property.
 - Enter the name of the resource from the [*URL*] property to display in the [*Title*] property.
 - Upload the file that contains the Marketplace app description to the [*Load resource*] property. We recommend using a *.txt, *.pdf, *.doc, *.docx, *.rar, or *.zip file.

Additional resources -

Link to third-party resources

URL *	Title
Some URL ○	Some title
+	

- Enter the tech support terms and conditions for Marketplace app users in the [*Support conditions*] property. Make sure that the property value meets the requirements listed in a separate article: [Requirements for published Marketplace app resources](#).
- Upload screenshots that demonstrate the Marketplace app functionality to the [*Screenshots*] property. Make sure that the property value meets the requirements listed in a separate article: [Requirements for published Marketplace app resources](#).
- Enter the link to the video that demonstrates the Marketplace app functionality in the [*Video link*] property.

Applications

Some marketplace application for Creatio

In development

- Templates
- Application map
- Services
- Profile

GENERAL INFORMATION
DETAILS
INSTALLATION AND SETUP
PACKAGES AND UPDATES
PRICE

Product description

Styles
Normal
B
☰
☰
☰
☰

Some product description

body p

Screenshots

×

×

3. Fill out the Marketplace app installation and setup instructions

Fill out the Marketplace app installation and setup instructions on the [*Installation and setup*] tab.

To **fill out the Marketplace app installation and setup instructions**:

1. Open the [*Installation and setup*] tab. To do this, follow the instruction to open the properties page from a different section: [3. Fill out the Marketplace app properties](#).
2. Fill out the Marketplace app **installation and setup instructions**.
 - Enter a step-by-step guide on how to set up the Marketplace app from scratch in the [*How to setup*] property.
 - Fill out the following properties in the [*Guide*] block (the + button):


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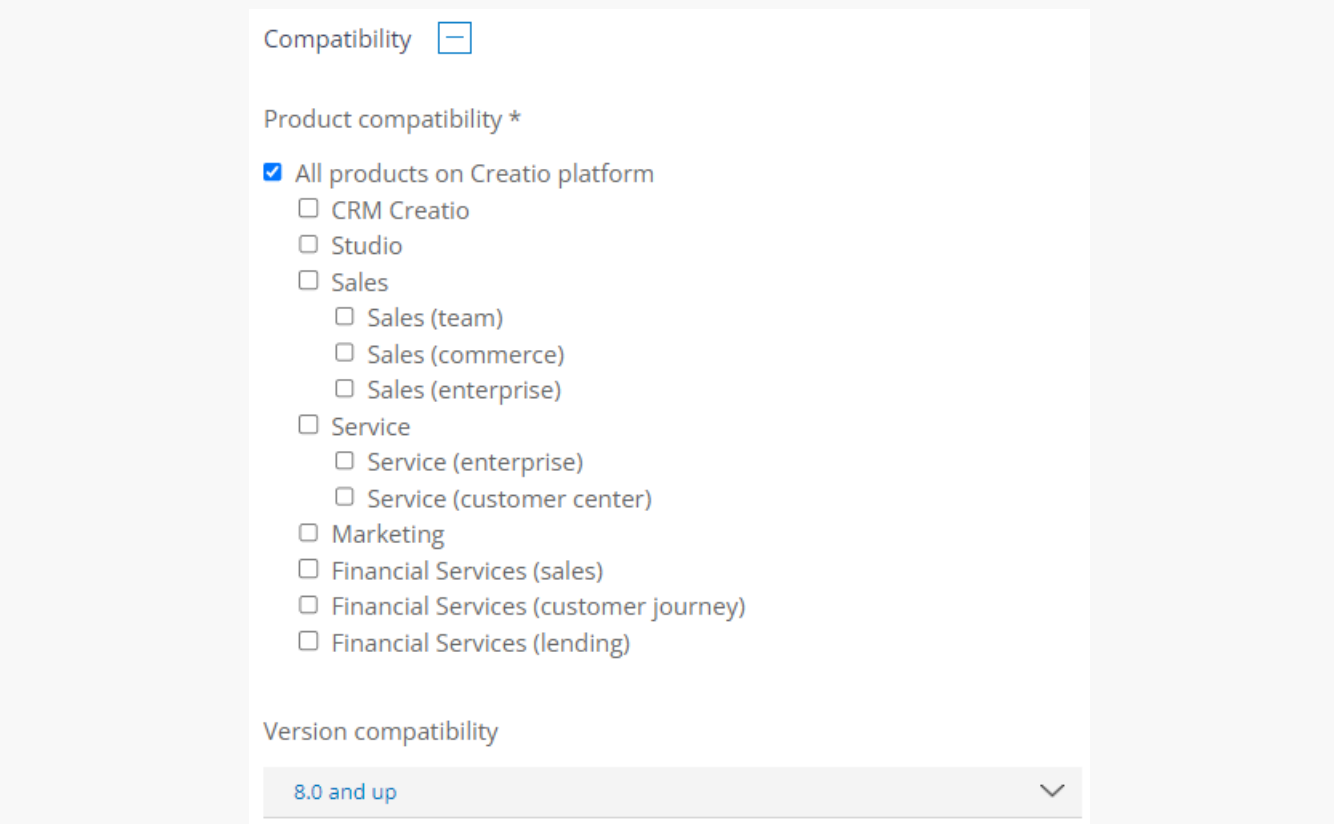
- Enter the link to the setup guide for the Marketplace app in the [*URL*] property.
- Enter the name of the setup guide for the Marketplace app from the [*URL*] property to display in the [*Title*] property.
- Upload the file that contains the setup guide for the Marketplace app to the [*Load guide*] property. We recommend using a *.txt, *.pdf, *.doc, *.docx, *.rar, or *.zip file.


- Fill out the following properties in the [*Terms & Conditions*] block:
 - Enter the link to the terms and conditions that comply with the law and policies of your company in the [*Link to Terms & Conditions*] property.
 - Select the [*Use default Terms & Conditions*] checkbox if you use the standardized terms and conditions that Creatio Marketplace offers to streamline the procurement workflow.

Finalize the terms and conditions when you publish the the Marketplace app **Terms and conditions** let you control how the users use the Marketplace app. Terms and conditions help to ensure your Marketplace app complies with international and national legislation requirements. They also list the responsibilities of users and the Marketplace app developer.

Note. Terms and conditions that list developer responsibilities improve reputation when a potential user selects Marketplace apps. Such terms and conditions also imply the seriousness, scale, and responsibility of the Marketplace app developer.

- Fill out the following properties in the [*Compatibility*] block (the  button):
 - Select base Creatio products compatible with the Marketplace app in the [*Product compatibility*] property. Required.
 - Select the earliest version of Creatio products from the [*Product compatibility*] property with which the Marketplace app is compatible in the [*Version compatibility*] property.
 - Select the Creatio database with which the Marketplace app is compatible in the [*DBMS compatibility*] property. Required. Available options: “Any supported DBMS,” “MS SQL,” “Oracle,” “PostgreSQL.”
 - Select the framework with which the Marketplace app is compatible in the [*Platform*] property. Required. Available options: “.Net Core,” “.Net Framework.”
 - Specify the additional compatibility requirements for the Marketplace app in the [*Compatibility notes*] property.



Compatibility 

Product compatibility *

All products on Creatio platform

CRM Creatio

Studio

Sales

Sales (team)

Sales (commerce)

Sales (enterprise)

Service

Service (enterprise)

Service (customer center)


Marketing

Financial Services (sales)

Financial Services (customer journey)

Financial Services (lending)

Version compatibility

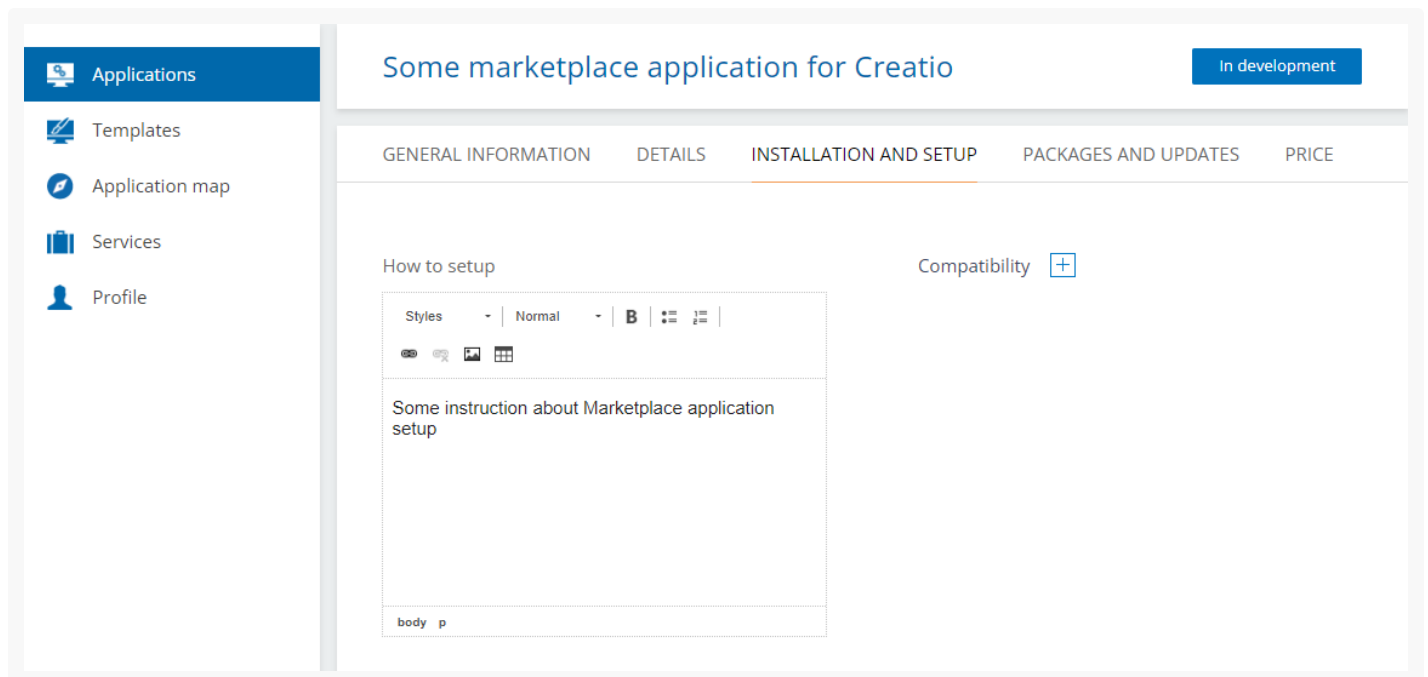
8.0 and up 

Learn more about the compatibility requirements in a separate article: [Requirements for Marketplace app](#).

To **verify Marketplace app compatibility**:

- Order a trial Creatio instance. To do this, open the [link](#) and follow the instructions.
- Install the Marketplace app from the *.zip archive. To do this, follow the guide in the user documentation: [Install apps from the Marketplace](#).

- Log out and log back in to Creatio after a successful installation. If an error occurs during the installation or you cannot log in to Creatio, the Marketplace app verification and publishing will fail.



4. Add packages and set up licenses of the Marketplace app

Add packages and set up licenses of the Marketplace app on the [*Packages and updates*] tab.

To **add packages and set up licenses of the Marketplace app**:

1. Open the [*Packages and updates*] tab. To do this, follow the instruction to open the properties page from a different section: [3. Fill out the Marketplace app properties.](#)
2. Set up **licenses** for paid Marketplace apps.
 - a. Click [+ *Manage licensing*].
 - b. Fill out the **license properties**:
 - Enter the list of licensed objects separated by commas in the [*Licensed objects*] property. Learn more in a separate article: [Marketplace app licensing.](#)
 - Enter the list of licensed operations separated by commas in the [*Licensed operations*] property. Learn more in a separate article: [Marketplace app licensing.](#)
 - Select the license type in the [*License Type*] property. Available options: “User license – per-seat license,” “Server license – site license.” Learn more in a separate article: [Marketplace app licensing.](#)
 - Enter the developer comment on Marketplace app licenses in the [*Comments*] property.
 - g. Click [*Save*].

Licensed objects

Some object1, some object2, some object3

Licensed operations

Some operation1, some operation2, some operation3

License Type

User license – per-seat license

Comments

Some comment

Save

Make sure the licensing data meets the requirements listed in a separate article: [Requirements for published Marketplace app resources](#).

3. Add the Marketplace app **packages**.

a. Click [+ Add packages].

b. Fill out the **package properties**:

- Enter the version of the Marketplace app package in the [*Version*] property. Required.
- Enter brief notes on the Marketplace app updates in the [*Whats new?*] property. If you are updating the existing Marketplace app, specify the changes made and new capabilities introduced.
- Select the [*Show a description of the changes on the solution page*] checkbox to display the update notes on the Marketplace app page.
- Upload the Marketplace app package to the [*Package with application*] property. Make sure the package meets the requirements listed in a separate article: [Requirements for Marketplace app](#).
- Upload the package that contains demo data of the Marketplace app to the [*Package with demo data*] property. Make sure the sample records meet the requirements listed in a separate article: [Requirements for Marketplace app](#).

We recommend creating a demo version to showcase how the Marketplace app operates in Creatio. Learn more in a separate article: [Demo version of the Marketplace app](#).

5. Specify the Marketplace app price

Specify the Marketplace app price on the [*Price*] tab.

To **specify the Marketplace app price**:

1. Open the [*Price*] tab. To do this, follow the instruction to open the properties page from a different section: [3. Fill out the Marketplace app properties.](#)
2. Specify the Marketplace app **price**.
 - a. Click the **+** button.
 - b. Fill out the **price properties**:
 - Enter the name of the Marketplace app license in the [*Product*] property.
 - Enter the Marketplace app price in the [*Price \$*] property. Follow the selected pricing model (the [*Pricing model*] field).
 - Select the pricing model of the Marketplace app in the [*Pricing model*] property. Available **pricing models**:
 - “/ year”: one-year server-based license without a user cap.
 - “user / year”: one-year user-based license. Specify the price (the [*Price \$*] field value) for one user per year.
 - “Free”: free Marketplace app. In this case, leave the [*Price \$*] field empty.

Product	Price \$	Pricing model
Some marketplace application name 1.0 On-site	1	user / year

You can select multiple values. Make sure the property values meet the requirements listed in a separate article: [Requirements for published Marketplace app resources](#).

- i. Enter the developer comment on the pricing model of the Marketplace app in the [*Comment*] property. You can add additional licensing information. For example, if the connector requires an external app license.

4. Publish the Marketplace app on Creatio Marketplace

1. Implement steps 1-4 of the [instruction to open the properties page of the Marketplace app](#).
2. Click [*Send for verification*] to send the changes to the Marketplace app settings to the Creatio Marketplace support for verification.

As a result, the Marketplace app will be sent to the Creatio Marketplace support for verification automatically. The [*Verification*] status on the [*Applications list*] tab of the [*Applications*] section will change accordingly.

Creatio Marketplace support checks whether the Marketplace app meets the requirements listed in a separate article: [Requirements for published Marketplace app resources](#). If the Creatio Marketplace support has feedback for your Marketplace app, you will receive the comments that contain detailed issue descriptions and recommendations on issue resolution to the email address specified in the Developer profile. In that case, the Marketplace app status will revert to [*In development*]. Fix the mentioned issues and republish the Marketplace app to go live successfully.

Creatio Marketplace takes the following **actions** after the app is verified successfully:

- The app is published on Creatio Marketplace automatically.
- The app status is changed to [*Published*] in the Developer profile.
- You are notified that the app was published on Creatio Marketplace via email.

Requirements for published Marketplace app resources



Beginner

Make sure that the publication resources of a Marketplace app meet the following **groups of requirements**:

- Requirements for general properties
- Requirements for additional properties
- Requirements for terms and conditions
- Requirements for licensing
- Requirements for pricing

Requirements for general properties

Fill out the general properties of your Marketplace app on the [*General information*] tab. To open the tab, follow the instruction in a separate article: [Open the properties page of a Marketplace app](#). Learn more about the purpose of the Marketplace app's general properties in a separate article: [Steps to publish the Marketplace app](#).

Requirements for name

Enter the name of the Marketplace app in the [*Product name*] property.

Requirements for name:

- The name of your app must be unique compared to other Marketplace apps published on Creatio Marketplace. The name must describe the Marketplace app's functionality.
- Word count: up to 5 words.
- Length: up to 70 characters.
- Use one of the **templates** for the name of the Marketplace app depending on the app type. View the available templates in the table below.

Template for the name of the Marketplace app

Type	Template	Example
Add-on	The name of the add-on with the <code>for Creatio</code> suffix	Reload data button for Creatio
Software solution	The name of the software solution with the <code>Creatio</code> suffix	Pharma Creatio
Connector	The name of the external app with <code>connector for Creatio</code> suffix	Asterisk connector for Creatio
	The name of the external app with the <code>integration for Creatio</code> suffix	Asterisk integration for Creatio

Requirements for brief information

Enter the brief information about the Marketplace app in the [*Product summary*] property.

Requirements for brief information:

- The brief information must describe the primary functionality and explain the name of the Marketplace app (the [*Product name*] property).
- Sentence count: up to 2 sentences.
- Length: up to 250 characters.
- Do not use explicit evaluative definitions, for example, “the best,” “top 1,” “unique,” “single,” “real,” “perfect” etc.
- Do not add image links.
- The brief connector information must contain the description of the connector functionality, not the functionality of the external app integrated with Creatio.
- The brief connector information must contain the name of the external app integrated with Creatio, for example, “Asterisk telephony,” “TurboSMS email service.”
- The brief information must not contain lexical, syntax, or semantic errors.

Requirements for app logo

Upload the logo of the Marketplace app to the [*Logo*] property.

Requirements for the app logo:

- Size: 260x216 pixels or larger proportionally.
- Format: *.png, *.jpg.
- Use a high-quality logo without pixelization.
- Do not use the Creatio logo as the logo or part of the logo.
- Do not use dark colors for the logo background.

- Do not round the corners of the logo background.

Recommendations for the app logo:

- The logo reaches 2 or more borders of the image.
- Add the logo of the Marketplace app developer to the bottom of the logo (Developer profile → [*General info*] tab → [*Logo*] property).
- Use colors of the Marketplace app developer in the logo.
- Do not add text or labels to the logo.
- Fill out 70% of the logo or more.

Requirements for additional properties

Fill out the additional properties of the Marketplace app on the [*Details*] tab. To open the tab, follow the instruction in a separate article: [Open the properties page of a Marketplace app](#). Learn more about the purpose of the Marketplace app's additional properties in a separate article: [Steps to publish the Marketplace app](#).

Requirements for detailed description

Enter the detailed description of the Marketplace app in the [*Product description*] property.

Requirements for detailed description:

- Use a detailed description that both existing and potential Creatio users can understand.
- Use the terminology from the Creatio documentation for UI elements. The terminology must be consistent throughout the instruction. Use the terminology listed in a separate article: [Glossary](#).
- Capitalize names of Marketplace app objects, for example, section, page, field, etc.
- Do not describe the base Creatio functionality in the detailed description. The exceptions are Marketplace apps that have to highlight the industry-specific use of the base functionality.
- Do not use explicit evaluative definitions, for example, “the best,” “top 1,” “unique,” “single,” “real,” “perfect” etc.
- Do not add information from other properties to the detailed description.
- Describe only the implemented Marketplace app functionality in the detailed description.
- The detailed connector description must contain the description of connector functionality, not the functionality of the external app integrated with Creatio.
- Do not advertise other apps, products, or services in the detailed description. You can describe the paid versions of the current Marketplace app or products that expand the app.
- The detailed description must not contain lexical, syntax, or semantic errors.

View the mandatory structure of the detailed **connector** description in the table below.

Structure of the detailed connector description

Information to describe	Description example
1. Brief description of the connector	

Information to describe	Description example
The external app information to describe.	<p>Description example</p> <p>Connector to the “My calls” cloud service that collects and analyzes calls lets you expand the history of communication with customers and partners. The records of incoming and outgoing calls from Android smartphones as well as links to recorded calls are saved to Creatio. The connector also lets you track employee performance using various call reports.</p>
The business problem that the external app solves.	
The business value of the Creatio integration with the external app.	
The connector operation in Creatio and the external app.	
2. Use cases of the connector (the [Use cases] item)	
The target audience of the connector.	<p>The connector helps companies whose primary customer communication channel are mobile phone calls, for example, field sales. For such companies, it is particularly important to record phone conversations, analyze their statuses and characteristics as well as listen to records for further employee training and service quality improvement.</p>
The business problem that the the connector solves.	
Specifics of the industry whose needs the connector fulfills. Optional.	
3. The functionality of the connector (the [Key features] item)	
The functionality and entities of the connector, for example, section, page, business process, etc., that are added to Creatio and the external app.	<ul style="list-style-type: none"> • Mobile phone and Creatio are synchronized by running the starting or finishing business process, respectively. • The incoming and outgoing mobile phone calls are logged in Creatio by adding records to the “Calls” section. The call contact data is populated automatically. • You can click the link to the My Calls service to play the recorded conversation record.
Special features of user interaction with Creatio and the external app after the integration setup.	
New user capabilities the integration provides.	
4. Notes and limitations of the connector (the [Notes] item)	
Environment to use the connector.	<p>The SIM card specified in the account settings must be active to synchronize the service with Creatio.</p>
The business problems that the connector does not solve.	
Connector development roadmap. Optional.	
The external app conditions required to implement the integration. Optional. For example, the telephony requires the external app license to create records.	

operate correctly.	
Information to describe	Description example
The compatibility of the external app with external software.	

View the mandatory structure of the detailed **add-on** description in the table below.

Structure of the detailed add-on description

Information to describe	Description example
1. Brief description of the add-on	
The business value of the Creatio integration with the external app.	The “Advanced schedule for Creatio” add-on lets you create various work schedules and limits the Creatio calendar according to the work schedule specified for each employee.
The functionality added to Creatio.	
2. Use cases of the add-on (the [<i>Use cases</i>] item)	
Use cases of the Marketplace app.	The add-on helps clinics, beauty salons, car services, etc. You can use it to schedule visits to certain specialists (employees) during their working hours. The add-on also lets you schedule meetings of sales associates created by contact center operators / telemarketing employees quicker and easier.
3. The functionality of the add-on (the [<i>Key features</i>] item)	
Creatio entities, for example, section, page, business process, etc., that the add-on modifies.	<p>You can create and set up the employee schedule in the “Work schedule” section flexibly based on the following templates:</p> <ul style="list-style-type: none"> • standard 5-day schedule • “N days after M” (for example, 2 after 2, 3 after 2, 6 after 1, etc.) • work schedule on specific days of the week • work on even/odd days • shift schedule (set the start and end time of the shift, the interval between shifts) • You can display the schedule in the “Activities” section for multiple employees simultaneously. This is useful for when a task must be assigned to an employee who is not available at the time.
Usage of changed entities.	
4. Notes and limitations of the add-on (the [<i>Notes</i>] item)	

Information to describe	Description example
Required environment for the add-on.	<ul style="list-style-type: none"> • The add-on is not designed for creating tasks that span multiple days, tasks that have an indefinite time frame, or tasks that have multiple owners. • The base logic of the “Activities” section is changed. When selecting the schedule of a particular employee, Creatio displays only those activities that have the employee specified in the “Owner” column. The base logic uses the “Participants” detail uses in these cases. • The next add-on version will let you create custom schedule templates.
The business problems that the add-on does not solve.	
The limitations of the add-on.	
Add-on development roadmap. Optional.	

View the examples of detailed Marketplace app descriptions that meet the requirements on separate pages: [Microsoft Word plugin for Creatio](#), [Business Card Scanner Mobile for Creatio](#), [Calculated metrics for Creatio](#). You can also view detailed descriptions of the other Marketplace apps on [Creatio Marketplace](#).

Requirements for support conditions

Enter the terms and conditions of technical support for Marketplace app users in the [*Support conditions*] property.

The technical support provided for the users depends on the Marketplace app model.

Requirements for technical support of paid apps:

- Provide support for the “Basic” and “Business” packages. Support for the “Premium” package is optional. Learn more about support packages on the official [Creatio website](#).
- Calculate the price for the technical support of the Marketplace app similarly to the price for the technical support of base Creatio products.
- We recommend phrasing the support terms as follows: "Support is provided by the developer within the "Basic" and "Business" packages. Detailed information about the support packages and the support terms can be found on the [Creatio website](#)."
- If needed, you can extend the technical support terms using the description that does not contradict the terms of Creatio support packages.

Requirements for technical support of free apps:

- Provide support via e-mail.
- If needed, you can specify the technical support terms.
- Technical support is required for free connectors that connect Creatio to a paid external app.
- We recommend phrasing the support terms as follows: “To keep this app free of charge support is provided only by email.”

Requirements for screenshots

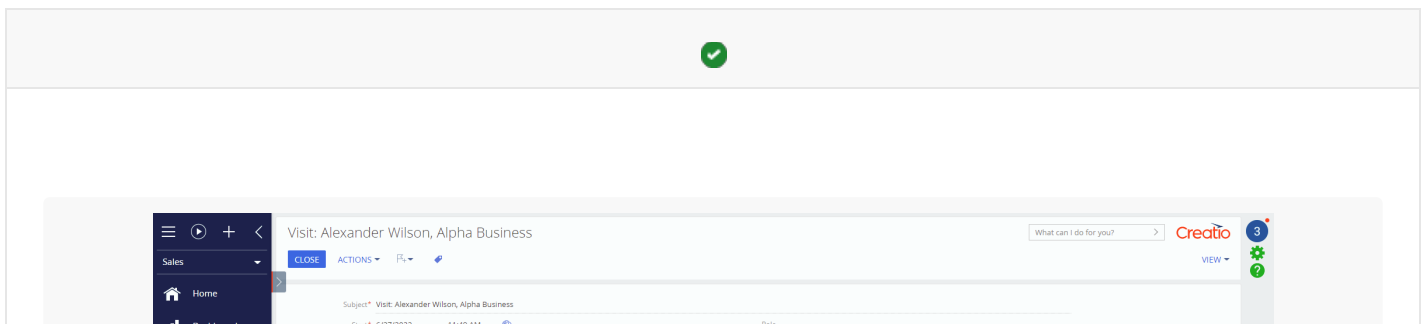
Upload screenshots that demonstrate the Marketplace app functionality to the [*Screenshots*] property.

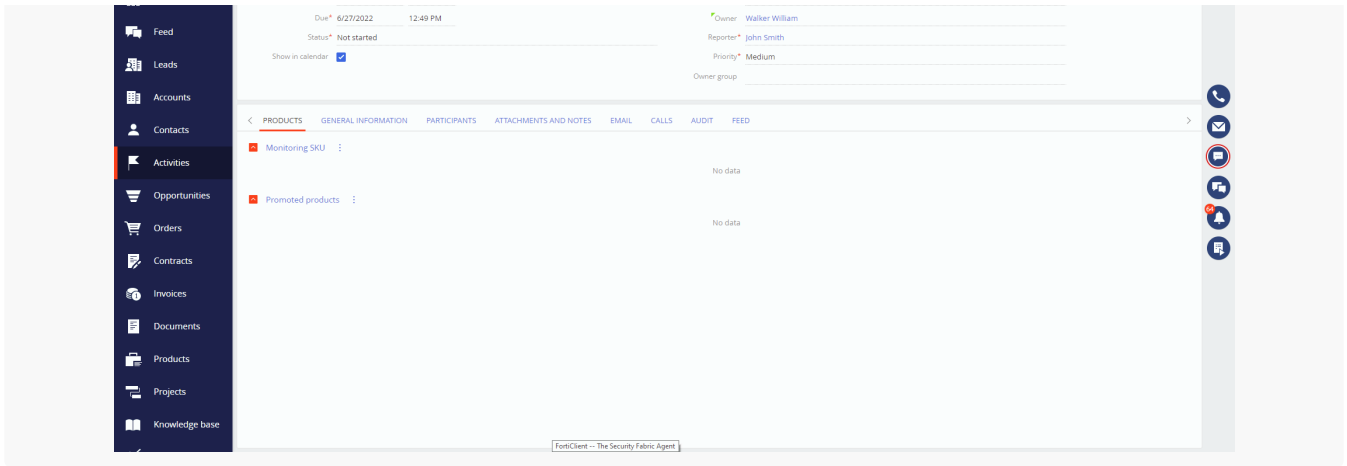
Requirements for screenshots:

- Number: 2 or more.
- Format: *.png, *.gif, *.jpg.
- Use a high-quality picture without pixelization.
- Take the screenshots on the latest English Creatio version.
- Hide the Creatio version number from the screenshots. To do this, use the [*Show configuration version*] (`ShowConfigurationVersion` code) system setting.
- Use the default color palette of the Creatio section panel on the screenshots.
- Use the default Creatio logo on the screenshots.
- Creatio screenshots must have a user profile photo. You can use your own photo or a photo from the [archive](#).
- Focus on showcasing the Marketplace app functionality on the screenshots. Do not display base functionality that is irrelevant to the Marketplace app functionality.
- Display only the base sections and Marketplace app sections on the screenshots.
- Display the entire working area of the browser window without the elements of the operating system on the screenshots.
- Take the screenshots on the same screen. Maximize the browser window and use the 100% zoom level.
- The screenshots must include the Creatio UI in its entirety. Do not crop the Creatio UI, for example, the section panel.
- The screenshots must not contain arrows, additional labels, and mouse cursor.
- The screenshots must not contain external apps unrelated to Creatio.
- Display the demo data relevant for the target audience and distribution region of the Marketplace app on the screenshots. For example, names, cities, phone numbers, etc.
- Do not use presentation slides, charts, illustrations, or text documents as screenshots.
- The connector screenshots must display the connector operation in Creatio, not the external app.
- You can add up to 2 screenshots of the external app.

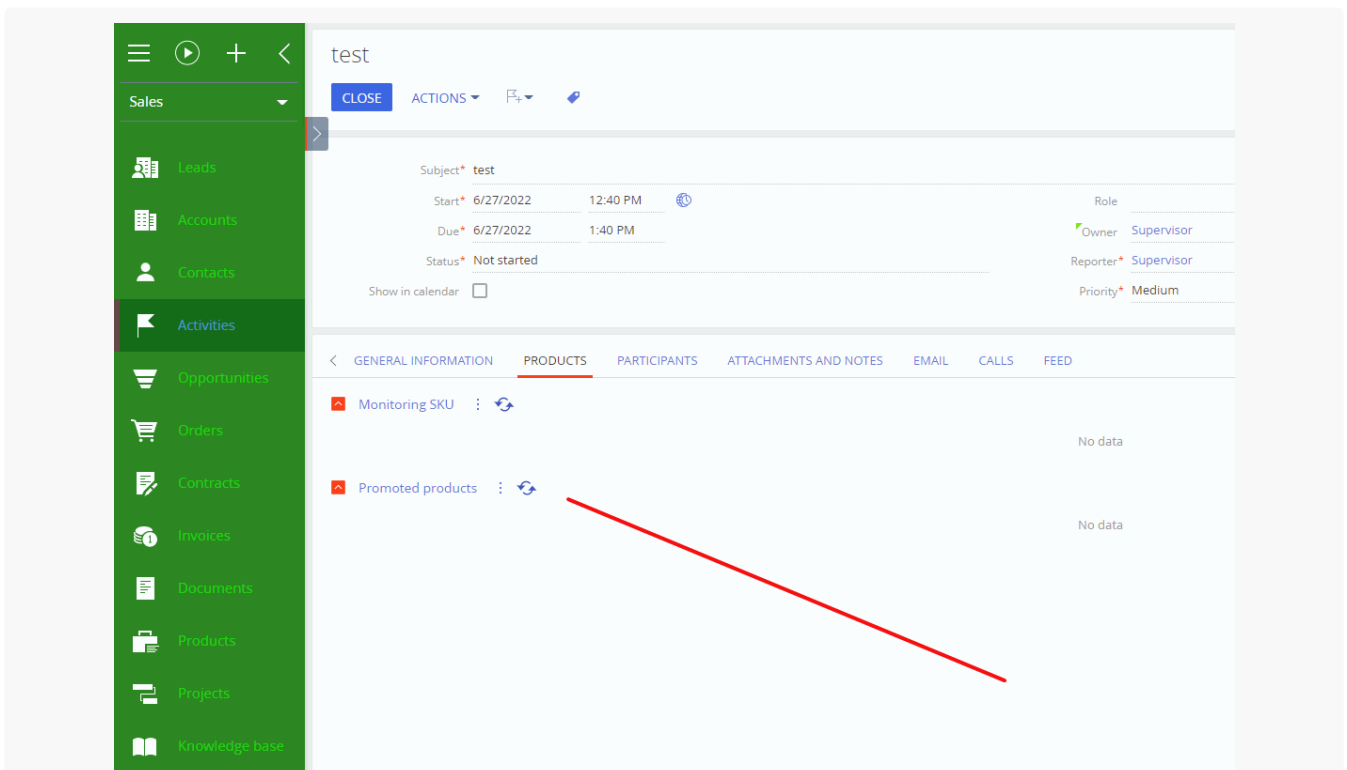
View the example screenshots in the table below.

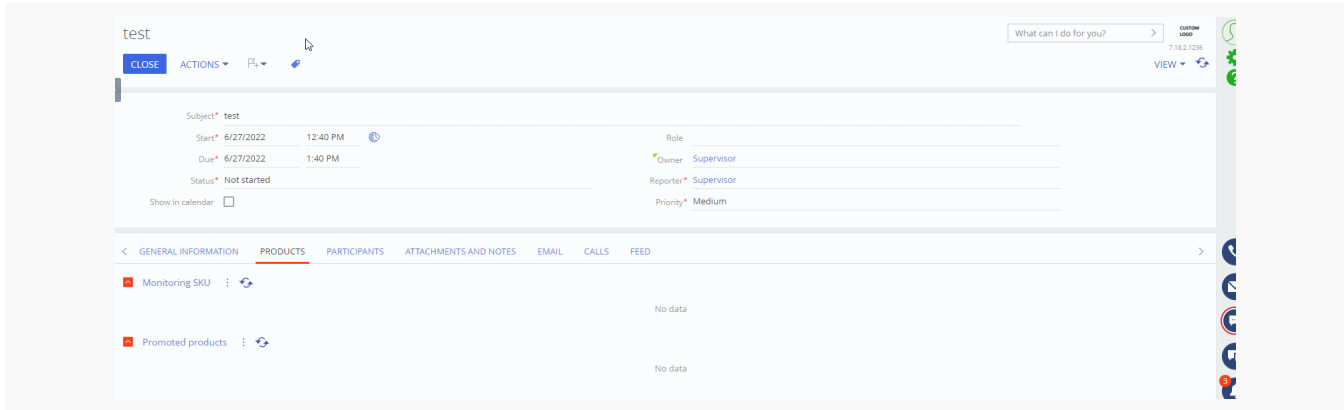
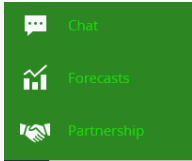
Example screenshots





- default Creatio color palette
- default Creatio logo
- no external apps.
- taken on the latest released English Creatio version
- Creatio UI is not cropped
- no additional indicators
- demo data looks organic





- custom Creatio color palette
- custom Creatio logo
- external app (the `Reload data button` app) present
- not the latest Creatio version
- cropped Creatio UI
- additional indicators present
- no demo data

Requirements for terms and conditions

Set up the terms and conditions on the [*Installation and setup*] tab. To open the tab, follow the instruction in a separate article: [Open the properties page of a Marketplace app](#). Learn more about the purpose of Marketplace app terms and conditions in a separate article: [Steps to publish the Marketplace app](#).

Requirement for terms and conditions: the app must include the terms and conditions.

Requirements for licensing

Set up licenses on the [*Packages and updates*] tab. To open the tab, follow the instruction in a separate article: [Open the properties page of a Marketplace app](#). Learn more about the purpose of Marketplace app licensing in a separate article: [Steps to publish the Marketplace app](#).

Requirements for licensing:

- Paid Marketplace apps must be licensed.
- Name a licensed product based on the following template:

[Name of Marketplace app] [Version (if exists)] + [Creatio cloud or on-site] . For example, Pharma Creatio cloud , Pharma Creatio on-site subscription).

- The name of the licensed product can contain Latin characters, digits, and hyphens. Other characters are not permitted. The licensed product name cannot start with a digit.
- View the index of licensed elements in the Developer profile ([Packages and updates] tab → [Licensed objects] and [Licensed operations] properties).
- Set up licenses based on the rules in the table below.

Rules for licensed elements

Licensed element	Licensing requirement	Limitations
Objects	License custom objects whose name starts with the developer prefix.	Maximum number of licensed objects for add-ons and connectors: 3.
		Number of licensed objects for software solutions: 3-5.
Operations	License operations if the package does not contain licensed objects.	Maximum number of licensed operations: unlimited.

- The subscription type determines the license type. Learn more in a separate article: [Marketplace app licensing](#).

Requirements for pricing

Set up the price on the [Price] tab. To open the tab, follow the instruction in a separate article: [Open the properties page of a Marketplace app](#). Learn more about the purpose of the Marketplace app's pricing properties in a separate article: [Steps to publish the Marketplace app](#).

Requirements for Marketplace app pricing depend on the Marketplace app model.

Requirements for pricing of paid apps

Requirements for pricing of paid apps:

- Set the price of the Marketplace app based on the subscription type, similarly to the price of base Creatio products. Learn more in a separate article: [Marketplace app licensing](#). The users pay per the limited app usage period, 3 years in the standard model. Users must pay for a subscription to extend it after the period ends.
- Select a licensed model that enables users to subscribe to the Marketplace app for either a single user or unlimited number of users.
- Specify a fixed price for paid apps. You can add multiple versions of the Marketplace app, for example, base, extended, etc. Specify the price for each version of the Marketplace app.
- Explicitly state the requirement to purchase another Marketplace app or multiple license types of the current Marketplace app ([Price] tab → [Comment] property).
- Explicitly state the requirement to purchase external apps or services, for example, for connectors ([Price]

tab → [*Comment*] property). Specify the link to the corresponding price list or contact data to receive the price list.

- For connectors, explicitly state whether the purchase of external apps is required or their price is included in the connector price ([*Price*] tab → [*Comment*] property).
- If you update the price and/or sale conditions after the vendor / Sales Partner / Marketplace partner presented the offer to a customer, the app can be distributed with the conditions and prices of the original offer within 1 month since the update without agreement of other participants. Learn more on the page 6 of the [Creatio Marketplace partner program](#).

Requirements for pricing of free apps

Requirement for pricing of free apps: select a free promotion model of the Marketplace app if you are a vendor of your own solutions and are going to integrate them with Creatio. The purpose of the free Marketplace app model is to attract prospects. Such apps let you increase brand awareness and the number of customers. Publish the connector on the Creatio Marketplace to attract new customers and profit from your solution.

Change the pricing model

You can **change the pricing model** of your Marketplace app from free to paid.

Follow these **requirements** to change the pricing model of your Marketplace app from free to paid:

- Release a paid Marketplace app in one of the following **ways**:
 - **Release the paid Marketplace app as a new app.** In this case, Creatio Marketplace will have a free app that contains the functionality of the previous version and a paid app that contains additional functionality.
 - **Release a paid version of the published Marketplace app.** In this case, Creatio Marketplace will archive the free version and users will no longer be able to install it. Only the paid app version will be available on the Creatio Marketplace.
- Enable users who already have the free version of the Marketplace app to continue using it for free.
- Add new custom objects to the licensed object list. If you do not change the functionality of the Marketplace app for the paid version, add a licensed operation. In this case, users who have the free app version will be able to use the free version. Learn more about licensing in a separate article: [Marketplace app licensing](#).
- Support the free and paid versions of the Marketplace app according to the current support terms. Learn more about support terms in a different section: [Requirements for published Marketplace app resources](#).

To **change the pricing model of the Marketplace app from free to paid**:

1. Modify the Marketplace app settings on the Marketplace app page of [*Developer profile*].
2. Send the changes to the Marketplace app settings to the Creatio Marketplace support in one of the following ways:
 - Click [*Send for verification*] in the [*Developer profile*].
 - Contact the Creatio Marketplace support (marketplace@creatio.com) directly.

Coming soon Marketplace app



A **coming soon Marketplace app** is an app that is being developed and has a scheduled release date. You can develop one of the planned Marketplace apps or add a beta release of your app. These apps are displayed on the [Application map](#) with the [*Coming soon*] badge.

Prerequisites to add a coming soon Marketplace app

You can add your app to the Application map as a coming soon Marketplace app if you meet the following **prerequisites**:

- Have well-defined use cases for the app.
- Have a developed beta release of the app.
- Have an ETA no longer than 3 months from the current date.
- Have an existing Partner Agreement or Marketplace Partner Agreement.
- Have one or more active paid subscriptions for your other Marketplace apps.

If you meet the prerequisites, you can add the coming soon Marketplace app to the Application map.

If you want to develop a planned Marketplace app from the Application map, execute the following **actions**:

1. Click the [*Ready to build this app?*] link of a Marketplace app.
2. Fill out the request fields.
3. Click [*Send*] to send a request to Creatio Marketplace support.

A **planned Marketplace app** is an innovative app idea that the users need. The planned Marketplace app does not have a developer and scheduled release date. Creatio displays planned Marketplace apps on the Application map with the [*Planned*] badge.

If the Creatio Marketplace support approves the request, you will be assigned as the developer, and the planned Marketplace app will become the coming soon Marketplace app.

Steps to add a coming soon Marketplace app

The developer responsible for the coming soon Marketplace app must perform the following **actions**:

1. Register the coming soon Marketplace app. To do this, follow the step 2 of the instruction in a separate article: [Steps to publish the Marketplace app](#).
2. Fill out the following **properties** of the coming soon Marketplace app in the Developer profile:
 - **General properties** tab:
 - [*Product name*]
 - [*Category*]
 - [*Product summary*]
 - [*Logo*]. Make sure it meets the [requirements for a logo of the coming soon Marketplace app](#).
 - [*Product description*] property in the **Additional property** tab. The user case description is required.

- [*Price \$*] property in the **Price property** tab.

Learn more about filling out the above properties in a separate article: [Steps to publish the Marketplace app](#).

3. Click [*Send for verification*] to send the coming soon app settings to the Creatio Marketplace support for verification.
4. Notify Creatio Marketplace support via marketplace@creatio.com. Specify the ETA for the coming soon Marketplace app in the email.
5. Wait until Creatio Marketplace support reviews the request to add the app as a coming soon Marketplace app.

Attention. Make sure that you develop and publish the Marketplace app before the end of the ETA.

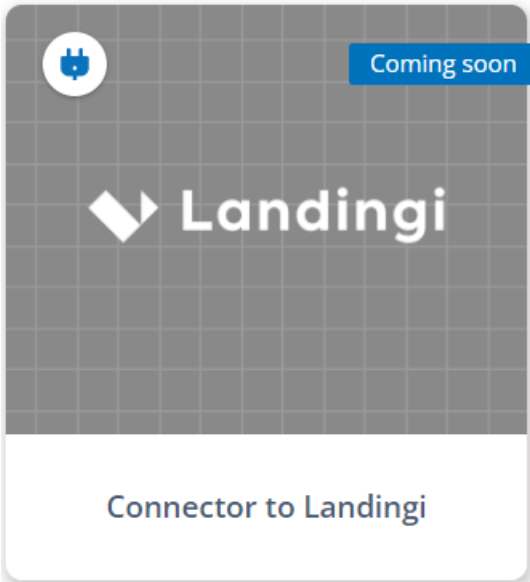
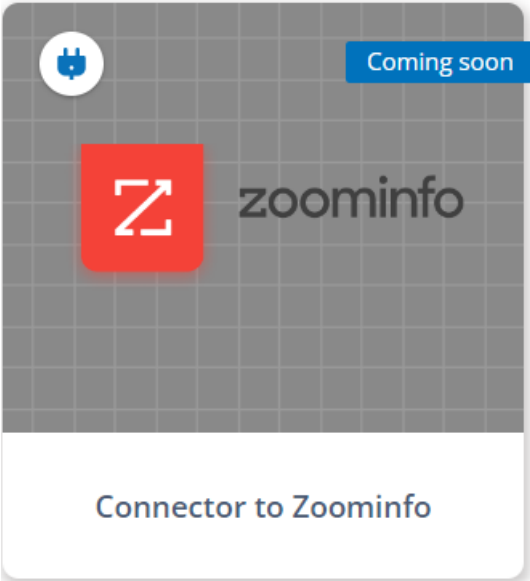
The major **requirements** for a logo of the coming soon Marketplace app are as follows:

- white app name and other logo elements
- transparent logo background

Learn more about the requirements in a separate article: [Requirements for published Marketplace app resources](#).

View an example of logos in the table below.

Example of logos

	<p style="text-align: center;">✔</p> <ul style="list-style-type: none">• white app name and other logo elements• transparent logo background• 200x216 pixels or larger proportionally• *.png format
	<p style="text-align: center;">✘</p> <ul style="list-style-type: none">• black app name• red logo elements