

# Marketplace app publication

Steps to publish the Marketplace app

Version 8.0



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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.

The screenshot shows the 'Some marketplace application for Creatio' settings page. The page is in 'In development' status. The left sidebar contains navigation options: Applications, Templates, Application map, Services, and Profile. The main content area has tabs for GENERAL INFORMATION, DETAILS, INSTALLATION AND SETUP, PACKAGES AND UPDATES, and PRICE. Under GENERAL INFORMATION, there are fields for Product name (filled with 'Some marketplace application for Creatio'), Category (filled with 'Industries > Business Services'), Deployment option (checked for Cloud and On-site), and Localization (checked for English, German, and Polish). A Logo field contains a placeholder image of three overlapping squares with the word 'APPS' on the top one. Below the logo is a Statistics section with two boxes: 'Views' (0) and 'Downloads' (0).

## 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.

- 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.

### 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):




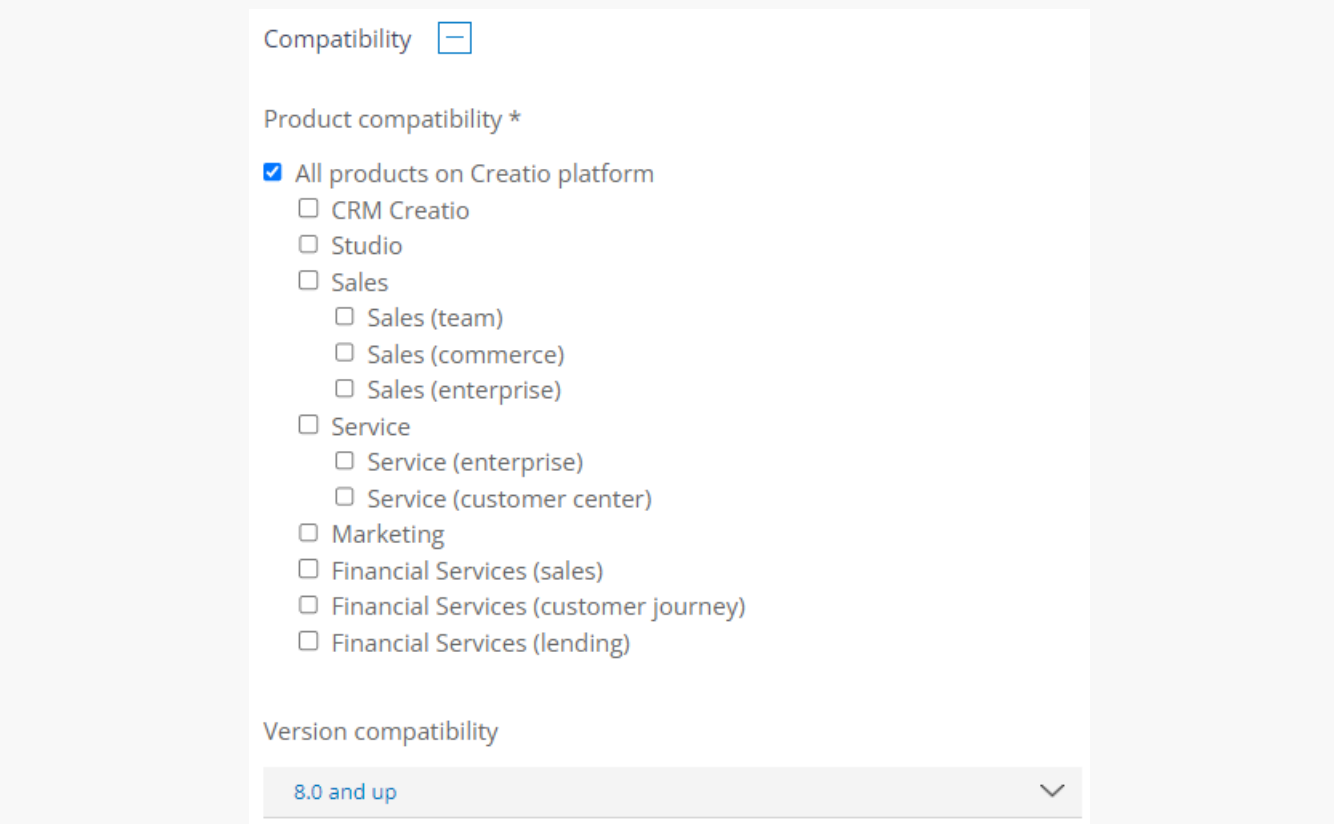
- Enter the link to the setup guide for the Marketplace app in the [ *URL* ] property.
- Enter the name of the setup guide for the Marketplace app from the [ *URL* ] property to display in the [ *Title* ] property.
- Upload the file that contains the setup guide for the Marketplace app to the [ *Load 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

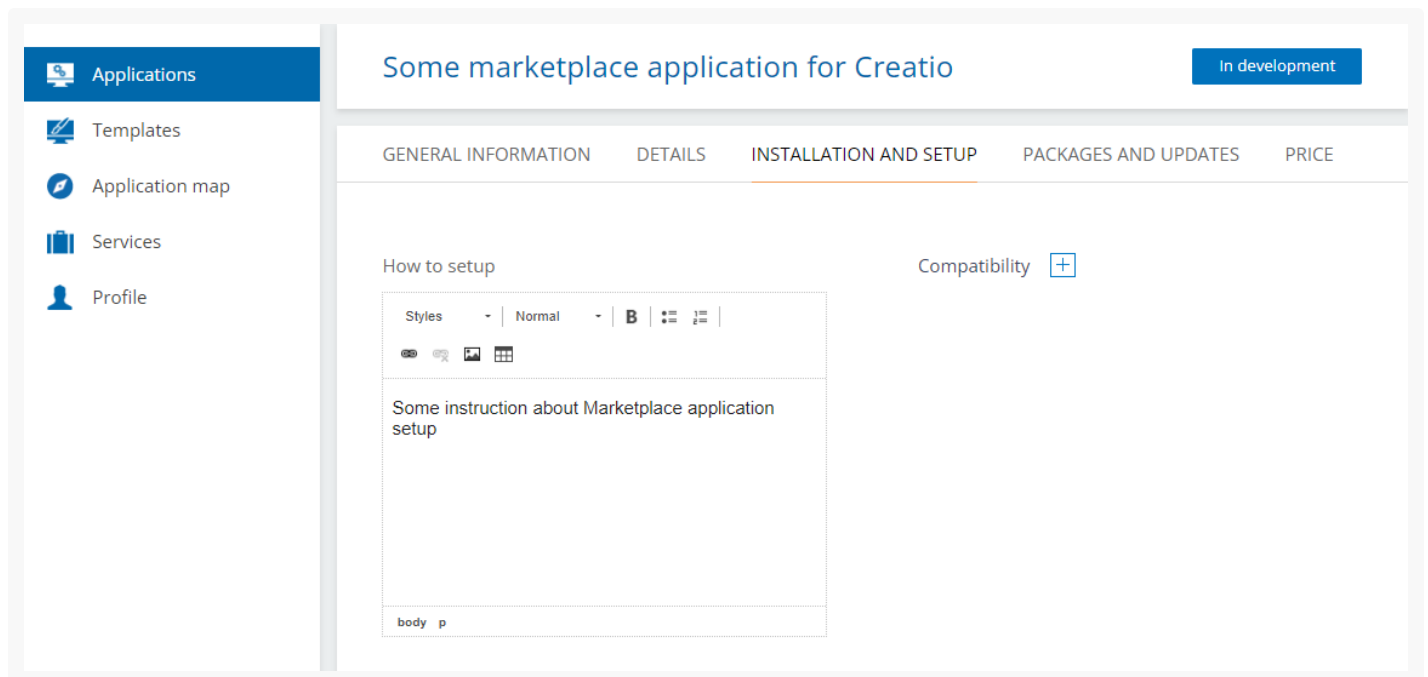
8.0 and up 

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.

