



MindSphere Based Application Seller Guide (PRC)

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Introduction

1.1 Definitions

The Store (sometimes also referred as "Application Store") in this document means an online store opened by a Third Party in the Alibaba marketplace which is operated by or on behalf of Alibaba Cloud that allowing such third party to market and/or sell the Operated Applications.

The term of "Third Party" or "Third Parties" in this document means any legal entity, which does not belong to the Siemens Group.

The definition on the Operated Application is stipulated in the Specific Terms for MindAccess Operator Plan.

MindSphere Team refers to the team supports the topics concerning the onboarding of Operated Applications in the Store.

The Store owner shall publish the application content to the Store.

1.2 Scope

This Seller Guide is solely for use by MindAccess Operator Plan subscribers when they sell Operated Applications in the Store, which is based on MindSphere platform.

Your Operated Application could be sold in the Store where the Store shall be created by yourself. The payment by App Customers could also be tracked via the Store Seller Console. The process for setting up a Store and publishing Operated Application are described on the Alibaba Cloud Marketplace (https://help.aliyun.com/document_detail/51474.html?spm=a2c4g.11186623.4.5.55cb120a2WkovO)website.

Information for the development and testing of applications, as well as for their deployment, productive operation and provisioning are set out in the DevOps Guide. You must meet or exceed the specifications made in this Seller Guide for all applications. The requirements and recommendations described in this document provide only partial information, and are only a supplement to the requirements described elsewhere in the MindSphere Agreement. They shall not be understood as limiting, restricting or otherwise conflicting in any way with requirements set out with regard to the MindSphere Agreement . This Seller Guide is provided "as-is" without liability and warranties of any kind, and will be updated from time to time. Information in this Seller Guide, including URL and other website references and information contained on the websites may change at any time without notice. No license to any software or service, know-how or other intellectually property right is granted, conveyed or implied, by this document and all rights are expressly reserved. You may copy and use this document solely for your internal reference purposes.

1.3 Sell applications on the Store within MindSphere eco-system

The Seller Guide enables MindAccess Operator Plan subscribers to market and sell applications as a service in the Store within MindSphere eco-system to MindAccess IoT Value Plan subscribers.

The Seller Guide will guide you through all the steps and criteria that are necessary to prepare your application for the publication in the Store. As a seller of Operated Application, you will need to transfer your listing data to your Store, which allows you to publish the Operated Application and sell it to your target group.

- **Opening a Store:**

- 1) Register as an Alibaba Cloud Partner (<https://partner.aliyun.com>) via the website to achieve the verification of qualification of opening a Store on Alibaba Cloud Marketplace;

- 2) Open a Store in order to publish any application. Submit your application form to Alibaba Cloud Marketplace administration and get an approval to open a Store.

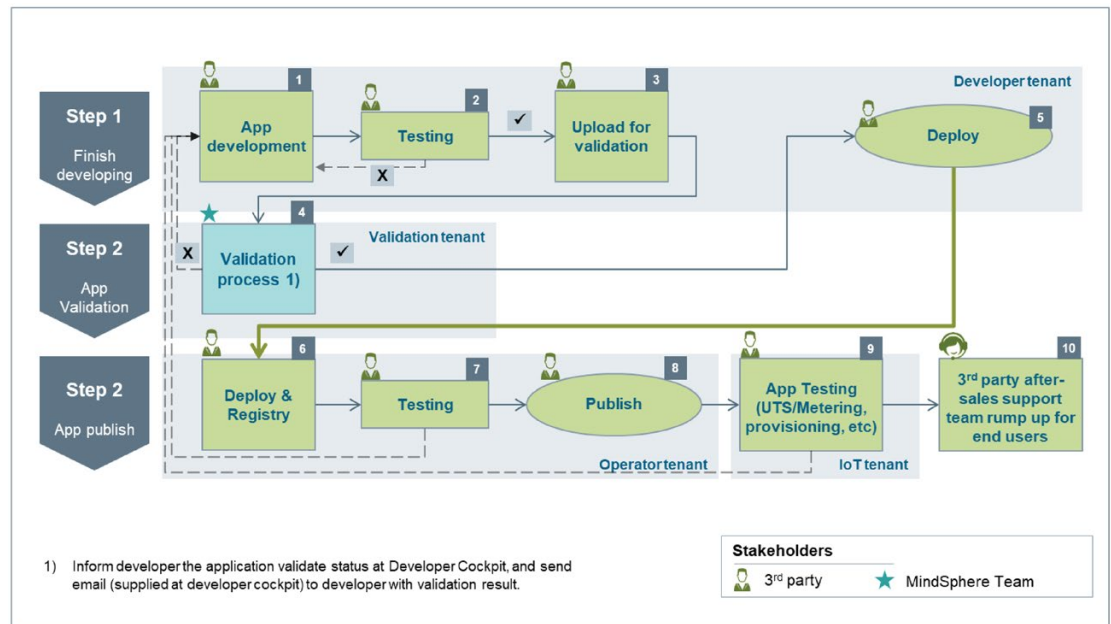
- **Publishing process:** be familiar with the Store Seller Console on Alibaba Cloud Marketplace, following the guide provided by Alibaba Cloud in their website (https://help.aliyun.com/document_detail/30504.html?spm=a2c4g.11186623.4.5.276b6172FnHM0X) to publish application information in your Store.
- **Pricing:** You have the freedom to set pricing specifications and policies for your application with just a few guidelines from MindSphere Team.
- **Application Publishing Guidelines:** These guidelines help you customize your applications listing data and deliver a professional touch.
- Details for each point are described in the following chapters.

1.4 Requirements to be a seller

MindSphere offers a specific MindAccess DevOps Plan. The deployment process splits the developing part from the operating business. The general process includes the following steps:

- Developer has finished developing the application and hands over to the Operator (Developer Plan). Before Developer hands over the application to Operator, the application validation will be done firstly to fulfill the compliance requirements.
- Operator receives the application and deploys it with the Operator Cockpit (Operator Plan)

Please refer to image below the process from application development to deployment.



Note

The developer and the operator can be the same person.

As an operator, you can choose to run the application on your productive system and sell it via your Store.

Thus, to become a seller of the Operated Applications in the Store, you need to:

- 1) Purchase the MindAccess Developer Plan and MindAccess Operator Plan
- 2) Register as an Alibaba Cloud Partner
- 3) Open a Store on Alibaba Cloud Marketplace
- 4) Onboard and publish your applications

Please note that as a seller, you are required to provide technical support to your own application customers. At a minimum, please include at least an e-mail address with your listing data as support contact.

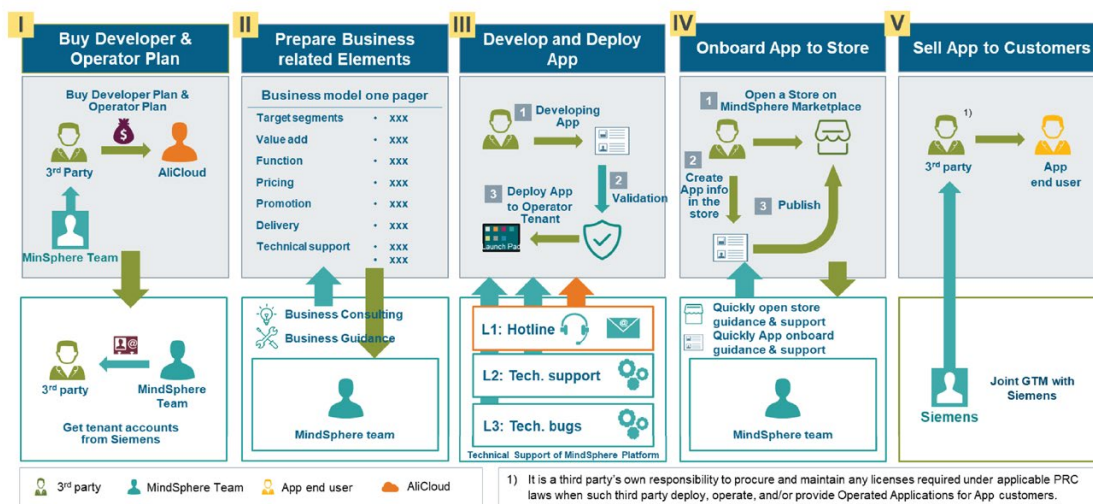
Introducing the Apps onboarding process

The Store may put all information about the Operated Applications you intend to sell in one place. It offers an online marketplace where you can market your application. To make your application available for subscriptions on the Store, currently you will need to manually enter your application publication details in your Store Seller Console on Alibaba Cloud Marketplace and submit to start the publishing process.

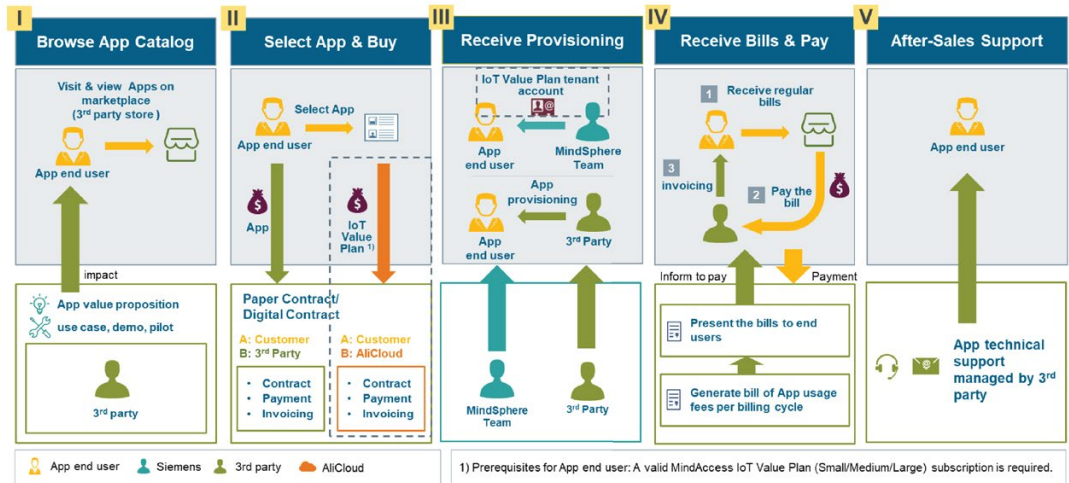
You can access your Store by going to Alibaba Cloud Marketplace (<https://market.aliyun.com>).

Below are two images that provide the end-to-end view of the App Seller's Journey and App Buyer's Journey through the Store. The images show the components of each major step through the developer, operator and user journeys:

App Seller's Journey



App Buyer's Journey

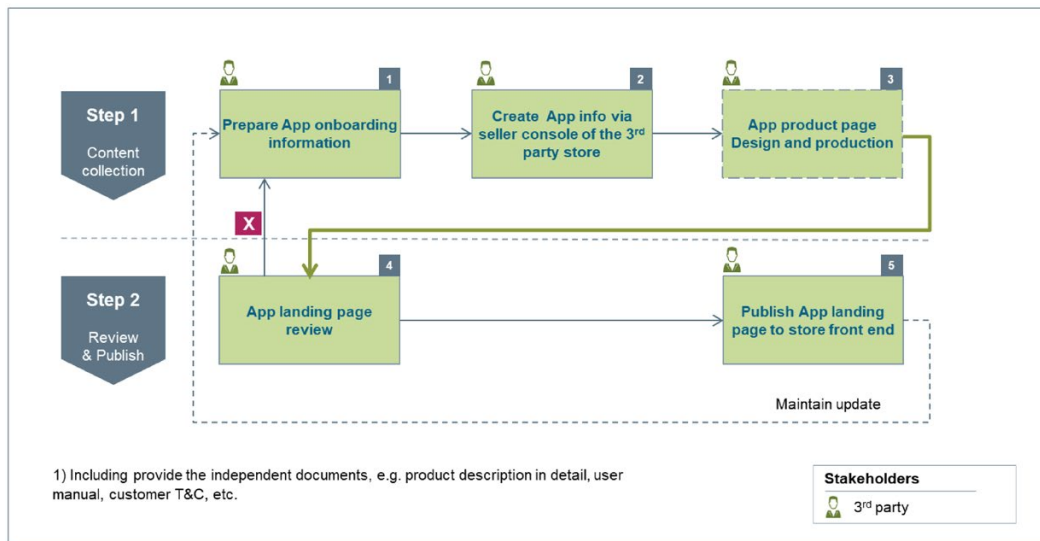


Publishing your Applications

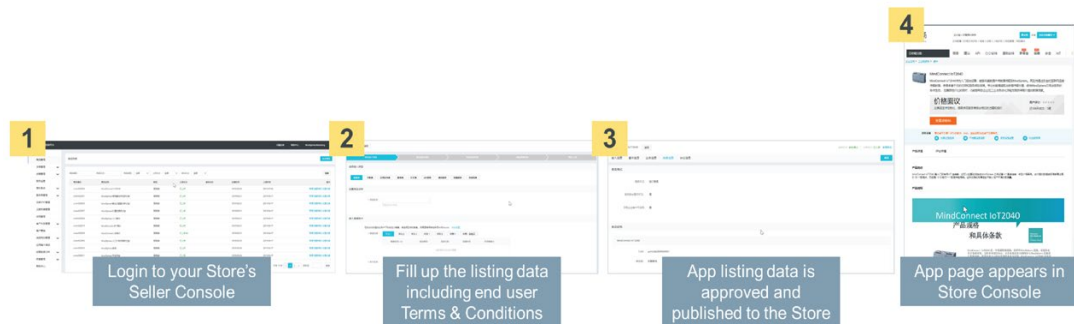
3.1 Publishing process

Please be noticed that currently there is no automated process to publish applications directly through the Operator Cockpit to the Store. The onboarding work needs to be done manually by the Store owner.

Please refer to image below the general process for application publishing to your Store.

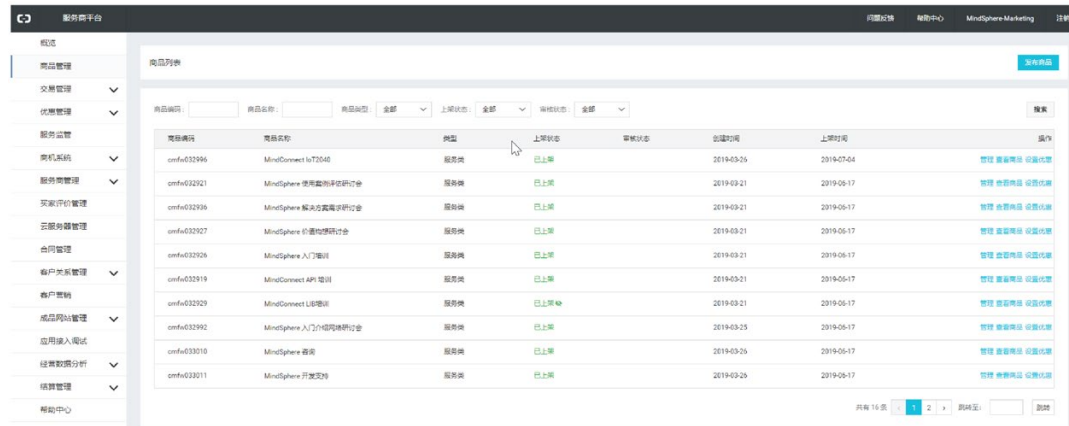


Below is the major process to publish your applications to the Store.



The application publishing process follows these general steps:

1. Login to your Store's Seller Console



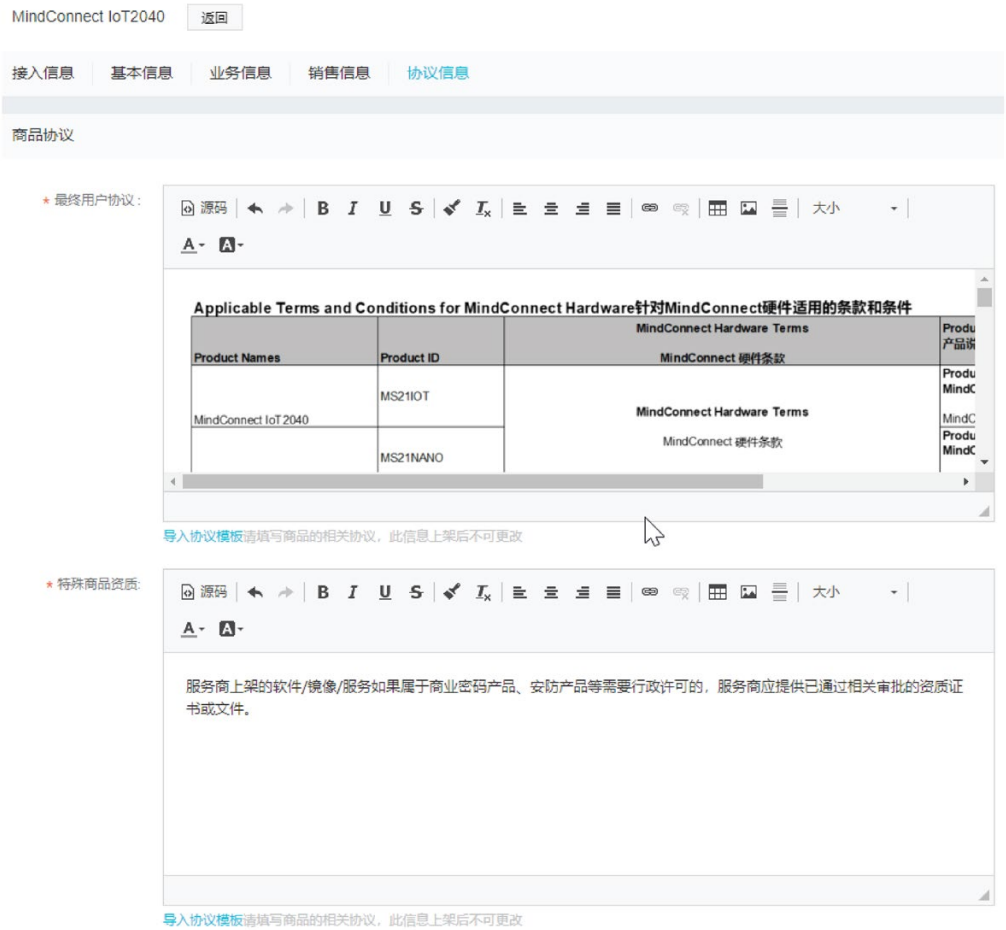
2. Follow the process bar to fill in the necessary information as required for each step

To enter your application listing data. When finish the last step of the process, the application info will be saved automatically and submitted for approval. The approval status could be tracked on the right-top of the product information page.

The screenshot shows the '商品上架' (Product Listing) form. It features a progress bar at the top with steps: '商品上架信息', '商品基本信息', '商品定价信息', '商品销售信息', and '商品上架'. The '商品上架信息' step is currently active. The form includes several sections:

- 选择接入类型**: A row of buttons for '镜像类', '下载类', '应用软件类', '服务类', '灯杆类', 'API服务', '编排服务', '容器服务', and '物联网类'.
- 设置商品名称**: A text input field for '商品名称' with a note '不超过64个字符'.
- 接入镜像版本**: A section for selecting a region and version. It includes a note: '已自动为您查找账户下的自定义镜像, 请选择区域和镜像. 若需要使用其他账号AK和Secret, 点此设置.' Below this are buttons for regions: '华东-1', '华北-2', '华北-3', '华东-1', '华东-2', '华南-1', and '华南-1 金融云'. A table below shows columns for '镜像名称 / ID', '系统类型', '系统位数', '创建时间', and '市场镜像ID', with a message '该区域内无自定义镜像'.
- 版本名称**: A text input field with a note: '镜像采用镜像v1.1命名风格的版本号, 如果本商品已存在较低版本号, 请选当前高版本号.'

Please provide the terms and conditions that apply to the use of your application when fill up the listing data.



For the detailed description of application publishing steps, please refer to the following link in the website (https://help.aliyun.com/document_detail/30504.html?spm=a2c4g.11186623.4.5.276b6172FnHMOX)

3. Application listing data is approved

Your application is published in the Store front end.

Note

Via setting the state of the button "Whether display the application at store", you can switch the status of application publishing.

- "Yes": application is displayed at the Store front end.
 - "No": application is not displayed at the Store front end , which applies to the scenario if you only want to summit your application for content approval but not publish it to the Store front end to be viewed by customers.
-

3.2 Keywords

During the publishing process, you will be able to add keywords to an application, for the sake of being searched out by customers via a search engine, e.g. Baidu, etc. You can flexibly define the keywords and have the option to input multiple keywords.

In order to enhance your applications' discovery by customers in Alibaba Cloud Marketplace, it is highly recommended to add "MindSphere", "Siemens" to the following fields of your applications listing data:

- Product Name
- Product Summary

3.3 Timing and expectation

Alibaba Cloud Marketplace operation team will handle your request to publish your application in the store as soon as possible.

- This timeline begins as soon as you submit your publication information in your Store Seller Console. The timing to fulfill publications requests can vary on complexity, creation and review time by your application onboarding team.
- If you have registered as an Alibaba Cloud partner and get approved, then it usually takes 3-5 business days to complete the Store opening.
- It usually takes 5-7 business days to complete the application publishing.
- Your response time for approvals is not accounted for in the time ranges above.
- Other unforeseen factors may impact the timeline as well.

You have the freedom to set your pricing specifications. When a customer submits their details to use your application as-a-service, you will receive a notification via the contact information (e.g. email, phone, etc.) that registered in your Store Seller Console. From that point, Siemens or Alibaba Cloud will not be involved in closing the contract between you and the customer nor with managing the customer. This means that you will determine and handle on your own the following aspects with your customer:

- Payment methods
- Payment terms
- Billing models
- Pricing policy
- Refund policy
- Refund process.

Manage your Application's listing

5.1 Update an application's publication

Once your application is published, you can manage the published information via the Store Seller Console on the Alibaba Cloud Marketplace within the applications lifecycle.

- Timing and expectations: When updating your application, in some cases the same timing and expectations from the initial publishing process apply.

Changes warrant a new publishing request. Some of the most common changes may include:

- Pricing updates
- Display name
- New versions
- Description

5.2 Unpublishing process

To remove your offering from your Store, you need to stop the onboarding status of your application via the Store Seller Console.

This unpublishing process only removes the application publication from your Store listing. Existing customers can still use the application and are not impacted.

Style Guide and Marketing

6.1 Style Guide and specification

To ensure a consistent appearance, your application must comply with the requirements stated in the Operator Cockpit. Specific details of the style guide and specifications can be found in the Operator Cockpit (<https://documentation.mindsphere.io/resources/html/operator-cockpit/en-US/index.html>.) documentation. The Operator Cockpit sets the specifications and requirements for the following areas:

- **Application icon:** Your icon is the first way to communicate the benefits of your application. Within MindSphere eco-system your application requires an icon, which is displayed in your Store, websites, Launchpad and more. The design of your application icon must be distinctively different from the design of icons used by MindSphere as part of the Services (e.g. Asset Manager, Fleet Manager).
- **Display name:** Every application needs to have a unique display name. The name of the application is important so that potential customers get a clear understanding of what your application offers.
- **Description content:** The application description is a short preview of the functionalities. It provides the relevant and specific application information, features and highlights. Within your description the primary selling points should be short, clear and concise.
- **Images**
- **Language and countries:** The Store is available in multi-languages including Chinese and English. Please refer to homepage of Alibaba Cloud Marketplace (<https://market.aliyun.com>) for a list of supported languages.

6.2 Marketing

You can contribute to the success of your applications by increasing awareness of the MindSphere homepage and increasing internet traffic directly to the MindSphere homepage. Please refer to the MindSphere Marketing Guide (<https://siemens.mindsphere.io/en/terms>) where you will find useful information on the following:

- Powered by MindSphere eye-catcher
- Powered by MindSphere reference
- Branding guideline
- Announcing your application's availability, such as through press releases or other media channels
- Linking to the MindSphere homepage (<https://market.aliyun.com/mindsphere>)