

# SIEMENS

MindSphere

MindSphere Store Seller Guide

System Manual

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## Legal information

### Warning notice system

This manual contains notices you have to observe in order to ensure your personal safety, as well as to prevent damage to property. The notices referring to your personal safety are highlighted in the manual by a safety alert symbol, notices referring only to property damage have no safety alert symbol. These notices shown below are graded according to the degree of danger.

 <b>DANGER</b>
indicates that death or severe personal injury <b>will</b> result if proper precautions are not taken.
 <b>WARNING</b>
indicates that death or severe personal injury <b>may</b> result if proper precautions are not taken.
 <b>CAUTION</b>
indicates that minor personal injury can result if proper precautions are not taken.
<b>NOTICE</b>
indicates that property damage can result if proper precautions are not taken.

If more than one degree of danger is present, the warning notice representing the highest degree of danger will be used. A notice warning of injury to persons with a safety alert symbol may also include a warning relating to property damage.

### Qualified Personnel

The product/system described in this documentation may be operated only by **personnel qualified** for the specific task in accordance with the relevant documentation, in particular its warning notices and safety instructions. Qualified personnel are those who, based on their training and experience, are capable of identifying risks and avoiding potential hazards when working with these products/systems.

### Proper use of Siemens products

Note the following:

 <b>WARNING</b>
Siemens products may only be used for the applications described in the catalog and in the relevant technical documentation. If products and components from other manufacturers are used, these must be recommended or approved by Siemens. Proper transport, storage, installation, assembly, commissioning, operation and maintenance are required to ensure that the products operate safely and without any problems. The permissible ambient conditions must be complied with. The information in the relevant documentation must be observed.

### Trademarks

All names identified by ® are registered trademarks of Siemens AG. The remaining trademarks in this publication may be trademarks whose use by third parties for their own purposes could violate the rights of the owner.

### Disclaimer of Liability

We have reviewed the contents of this publication to ensure consistency with the hardware and software described. Since variance cannot be precluded entirely, we cannot guarantee full consistency. However, the information in this publication is reviewed regularly and any necessary corrections are included in subsequent editions.

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# Introduction

## 1.1 Definitions

**MindSphere Store** (often called the "Store") refers to the online marketplace where you can sell and buy MindSphere products, software and applications.

**MindSphere team** refers to the Siemens group that supports all MindSphere-specific topics (both related and unrelated to the MindSphere Store).

**Store team** refers to the Siemens group that publishes your application content to the MindSphere Store.

## 1.2 Scope

This Seller Guide is solely for use by subscribers to a MindAccess Operator Plan (incl. their Users).

It supports you in submitting an application listing to the MindSphere Store in order to provide it to others. It also focuses on the requirements for public listings on the Store and the selling and marketing of applications.

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 (<https://documentation.mindsphere.io/resources/pdf/devops-guide.pdf?download=true>).

You must meet or exceed the specifications made in this Seller Guide for all applications.

They shall not be understood as limiting, restricting or otherwise conflicting in any way with requirements set out with regard to the MindSphere Master Agreement (MMA).

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 Siemens Store for MindSphere

The Seller Guide enables MindAccess Operator Plan subscribers to market and sell applications as a service on the MindSphere Store 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. The Operator Cockpit transfers your listing data to the MindSphere Store. The MindSphere Store allows you to publish your application and sell it to your target group.

- **Publishing process:** Become familiar with the Operator Cockpit that supports your application deployment and publishing process.
- **Pricing:** You have the freedom to set pricing specifications and policies for your application with just a few guidelines from Siemens.
- **Application Publishing Guidelines:** These guidelines help you customize your applications listing data and deliver a professional touch.
- **Simple management:** Easily update your application publication to new versions or modify details of your publication through the Operator Cockpit.

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. You can choose between the MindAccess Developer Plan and/or the MindAccess Operator Plan. The general process includes the following steps:

- Developer has finished developing the application and hands over to the Operator (Developer Plan)
- Operator receives the application and deploys it with the Operator Cockpit (Operator Plan)
- To become a seller, the operator publishes the application listing in the MindSphere Store (Operator Plan)

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### Note

The developer and the operator can be the same person.

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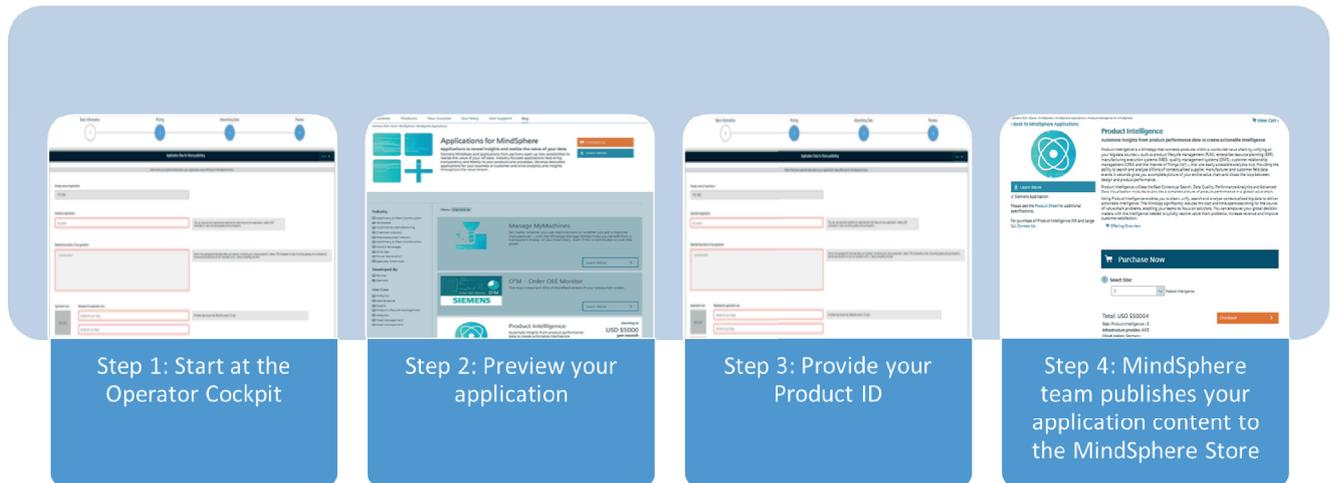
As an operator, you can choose to run the application on your productive system and sell it via the MindSphere Store. Thus, to become a seller on the MindSphere Store, you need to purchase at least the MindAccess Operator Plan and publish your application listing first.

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

## Introducing the MindSphere Store

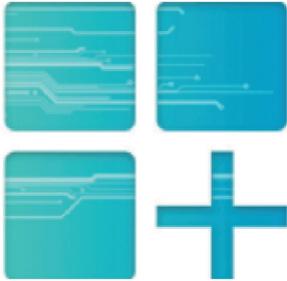
The MindSphere Store puts all information about applications in one place. It offers an online marketplace where you can market your application. You contribute towards the opportunity to build and increase a faster time-to-market solution enabling organizations to innovate faster. You can also take advantage of the alliances with other providers and customers.

To make your application available for subscriptions on the Store, you will utilize the Operator Cockpit to enter your application publication details and submit to begin the publishing process. Below is a general flow between submitting your application content through the Operator Cockpit to displaying it on the Store (more information is provided in chapter "Publish your applications").



You can access the MindSphere Store by going to MindSphere Store (<https://mindsphere.io/store>).

The following graphic shows an image of the MindSphere Store Applications page:



## Applications for MindSphere

Applications to reveal insights and realize the value of your data

Siemens MindApps and applications from partners open up new possibilities to realize the value of your IoT data. Industry-focused applications help bring transparency and fidelity to your products and processes. Develop dedicated applications for your business or customer and drive analytics and insights throughout the value stream.

Contact Us

Learn More



Automate insights from product performance data to create actionable intelligence

## Product Intelligence: Unify, search and analyze big data

Product Intelligence significantly reduces the cost and time spent searching for the source of value chain problems, enabling your teams to focus on solutions. Empower your global decision makers with the intelligence needed to quickly resolve value-chain problems, increase revenue and improve customer satisfaction.

Learn More >

1 2 3 >

### Developed By

- Siemens
- Third Party

### Industry

- Aerospace
- Automotive Manufacturing
- Chemical Industry
- Food & Beverage
- Machinery & Plant Construction
- Oil & Gas
- Others
- Pharmaceutical Industry
- Power Utilities

### Use Case

- Analytics
- Maintenance
- Product Lifecycle Management
- Quality
- Fleet Manager



## Assembly Line Self Optimizing App

Delays in the production process are cost inefficient and lead to profit loss. The target is to find an order sequence, which avoids delays and minimizes the production time.

Powered by MindSphere

Learn More >



## Bluzone By Bluision

Bluision provides the next generation location based / RTLS with sub 1-meter accuracy, and condition monitoring solution with machine learning for assets, using an end-to-end ecosystem that includes sensor beacons, Bluetooth to WiFi gateways (BluFis) and the Bluzone app.

Powered by MindSphere

Learn More >

Sample image of an application page:



Contact

- Industries
- Products
- Your Success
- Our Story
- Get Support
- Buy

Siemens PLM > Store > MindSphere > MindSphere Applications > Product Intelligence for MindSphere

View Cart

Back To MindSphere Applications



Learn More

✓ Siemens Application

Please see the [Product Sheet](#) for additional specifications.

For purchase of Product Intelligence (M) and Large (L): [Contact Us](#)

## Product Intelligence

Automate insights from product performance data to create actionable intelligence

Product Intelligence is a MindApp that connects products within a worldwide value chain by unifying all your big data sources – such as product lifecycle management (PLM), enterprise resource planning (ERP), manufacturing execution systems (MES), quality management systems (QMS), customer relationship management (CRM) and the Internet of Things (IoT) – into one easily accessible analytics hub. Providing the ability to search and analyze billions of contextualized supplier, manufacturer and customer field data events in seconds gives you a complete picture of your entire value chain and closes the loop between design and product performance.

Product Intelligence utilizes the Fast Contextual Search, Data Quality, Performance Analytics and Advanced Data Visualization modules to provide a complete picture of product performance in a global value chain.

Using Product Intelligence enables you to clean, unify, search and analyze contextualized big data to deliver actionable intelligence. The MindApp significantly reduces the cost and time spent searching for the source of value chain problems, enabling your teams to focus on solutions. You can empower your global decision makers with the intelligence needed to quickly resolve value chain problems, increase revenue and improve customer satisfaction.

Offering Overview

Purchase Now

1 Select Size:

 Product Intelligence

Total: USD \$50004

Size: Product Intelligence - S

Infrastructure provider: AWS

Cloud region: Germany

Payment method: Purchase Order

Subscription term: Annual

Billing term: Up Front

Checkout

## Key Features and Benefits

### Key Features

- Data Quality: Rapidly search, validate, and analyze non-conforming data at the source to improve big data integrity
- Performance Analytics: create, analyze and monitor user-determined key performance indicators
- Discovery: A patented technology that quickly runs billions of data combinations to find hidden insights
- Advanced Data Visualization: Seamless integration of Tableau<sup>®</sup> workbooks
- Fast Contextual Search: Quickly search billions of contextualized events
- Up to 10 named-user accounts
- Up to 15 TB of data storage
- Up to 3 data sources
- Requires a 1-year minimum subscription

### Benefits

- Close the loop between product design and performance
- Discover emerging product trends to prevent recalls
- Eliminate time and costs required to repeatedly consolidate and search big data
- Leverage Tableau<sup>®</sup> visualization to interpret contextualized big data
- Empower data-driven decision making across the organization
- Improve customer experience by quickly resolving field issues

## Take a Look at the App!



Below is an image that provides an end-to-end view of the buyer and seller journey through the MindSphere Store. The image shows the components of each major step through the developer, operator and user journeys:



# Publish your Applications

## 3.1 Publishing process

The Store publishing process follows these general steps:

1. Enter your application listing data into the Operator Cockpit and submit.
2. Receive a preview of your content to be displayed on the MindSphere Store.
3. Approve the preview of your content.
4. Provide product ID/SKU in the Operator Cockpit to complete publishing.

If you decide not to publish your application anymore, you may cancel at any time. You can also track the publishing progress through the Operator Cockpit.

## 3.2 Filters

During the publishing process, you will be required to add keywords for the "Industry" and "Use Cases" filter categories. We recommend you visit the MindSphere Store app section (<https://plm.automation.siemens.com/store/en-us/mindsphere/apps>) to first see how and which filters are currently displayed on the site. You can then select the keywords for the filters you wish to use within the Operator Cockpit (more options may be available than what is displayed on the site). You have the option to select multiple keywords.

There are a few things to be aware of for each of these filter categories:

- **Industry** (may also be referred to as "Market")

The "Industry" keywords are pre-determined; you cannot create your own. You may select one or more keywords. The keywords you can choose from are:

- Aerospace
- Automotive Manufacturing
- Battery Manufacturing
- Cement
- Chemical Industry
- Cranes
- Data Centers
- Distributors
- Fiber Industry
- Food & Beverage
- Glass
- Machinery & Plant Construction
- Marine
- Mining
- Municipalities & DSOs
- Oil & Gas
- Panel Building
- Pharmaceutical Industry
- Power Utilities
- Tire Industry
- Transportation & Logistics
- Water Industry
- Wind

There is also a threshold that must be met in order for the filter to appear on the site. This threshold is a minimum of 3 applications. If the threshold is not met, the application will fall into the "Others" Industry category.

Once the threshold is met, the publishing team will automatically update your application under the filter you selected and display the filter on the MindSphere Store.

- **Use Case**

There are only 5 pre-set keywords for the "Use Case" filter; you have the ability to enter your own Use Case keywords in the available free text field. Therefore, you may select and/or create one or more keywords. However, any keywords you create will be reviewed by the MindSphere team and if approved, will then display on the MindSphere store. If it is not approved, your application will display under the "Others" keyword for the "Use Case" filter.

The 5 pre-set keywords for "Use Case" are:

- Analytics
- Fleet Manager
- Maintenance
- Product Lifecycle Management
- Quality

In addition to the Industry and Use Case filters, there is also a filter for "Provided By". The only two options here are "Siemens" and "Third Party". The publishing team will list your application under the appropriate category; there is no action here for you.

### **3.3 Timing and expectations**

We strive to handle your request to publish your application in the MindSphere Store as soon as possible. This timeline begins as soon as you submit your publication information in the Operator Cockpit. The following points serve as a reference for the duration of the process:

- The timing to fulfill publications requests can vary on complexity, creation and review time by you and MindSphere team.
- The MindSphere and Store teams aim to complete the publishing process in a timely manner. It usually takes 7-10 business days to complete the Store publishing. The creation process includes the following steps:
  - MindSphere and Store teams receive and review the request for publication.
  - Store team creates the application publication page.
  - Store team submits the publication page for your approval to publish.
- After your approval of the publication page, it usually takes 5-7 business days for the application to appear in the MindSphere Store.
- Time dependencies are based on the complexity of the products, such as the number of iterations and adjustments during the publishing process, and the number of local websites the publication will be available on.
- Your response time for approvals are not accounted for in the time ranges above.
- Other unforeseen factors may impact the timeline as well.



## Pricing

You have the freedom to set your pricing specifications. Within the Operator Cockpit, please link your terms and conditions and enter your pricing information.

When a customer submits their details to use your application as-a-service, you will receive a notification in the Operator Cockpit. From that point, the MindSphere Store 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 Operator Cockpit within the system of the applications lifecycle. The Operator Cockpit supports you through every step to manage the publication of your applications, including the updating process.

Use the Operator Cockpit to manage the following steps and options inside the lifecycle process:

- **Updates:** You can always update your existing version of the publication.
- **Manage your listings:** The Operator Cockpit provides a functionality to track the publishing process and a listing of all provided applications that are published on the MindSphere Store.
- **Timing and expectations:** When updating your application, the same timing and expectations from the initial publishing process applies.

The limit for free updates is pre-determined and varies case-by-case. Please refer to your MindAccess Operator Plan.

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 the MindSphere Store, you must submit an unpublishing request within the Operator Cockpit. The MindSphere team treats all unpublishing requests as high priority however, the unpublishing process can take up to 5-7 business days to complete. You will receive a notification as soon as the application listing has been removed from the MindSphere Store.

Within the Operator Cockpit you have an optional field to enter a reason for unpublishing. The reason will not affect the unpublishing process. We appreciate your feedback.

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



# Application Publishing Guidelines

## 6.1 Style Guide and specifications

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 documentation (<https://documentation.mindsphere.io>). 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 your application requires an icon, which is displayed in the MindSphere Store, websites, Launchpad and more. The design of your application icon must be distinctively different from the design of icons used by Siemens as part of the Services (e.g. Asset Manager, Fleet Manager).
- **Display name:** Every application needs to have an 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 MindSphere Store is available in English only in a variety of countries. Please refer to the Operator Cockpit for a list of these countries.
- **Meta data:** For a better SEO inside the MindSphere Store we advise you maintain your meta data.

The MindSphere Store retrieves the specified application data from the Operator Cockpit.

Please provide the terms and conditions that apply to the use of your application in the Operator Cockpit for publication.

## 6.2 Marketing

You can contribute to the success of your applications by increasing awareness of the MindSphere Store and increasing internet traffic directly to the MindSphere Store. Please refer to the MindSphere Marketing Guide on [www.mindsphere.io/terms](http://www.mindsphere.io/terms) ([www.mindsphere.io/terms/](http://www.mindsphere.io/terms/)) (listed under MindSphere Supplemental Terms, MindAccess) 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 Store

## **MindSphere Community site**

Within the MindSphere Community you can share experiences, ask questions, and join the discussion about anything related to MindSphere. We encourage you to participate in our MindSphere Community (<https://mindsphere.io/community>).

## **MindSphere Partner Program**

If you have any questions related to the MindSphere Partner Program, please visit the MindSphere website (<https://mindsphere.io>).

## **Support Contact for Sellers**

If you have any questions or requests for publishing support, please contact us by e-mail at [store\\_operations.plm@siemens.com](mailto:store_operations.plm@siemens.com).

Your inquiry will be forwarded to the appropriate contact and you will receive a response within 1 business day.

## **Support Contact for your application customers**

You are required to provide your own support for the application you published on the MindSphere Store. Your support information should be sent with your application publishing data during the publishing process, and should be easily discovered by your customers wherever possible.

