Magento Live
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Magento Marketplace

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Magento® Marketplace

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Accelerating Magento, one extension at a time…

Magento® Marketplace

The **official** extension store.

Extension Builders

- Opportunity & ROI
- Build Recommendati-ons
- Tools & Resources
- Approval without surprises!
- Demand Generation
- Dashboard & Insights

Extension Curators

- Design Excellence
- Increase Awareness
- Process Optimization
- Support & Engagement
- Extension Quality Program
- Insights & Billing

Extension Buyers

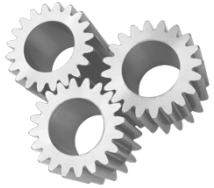
- Delightful Storefront
- Personalized Discovery
- Curated Collections
- Reviews & Ratings
- Try, Buy & Love
- Manage Recommendati-ons

Marketplace Mission

Make the discovery, purchase & use of high-quality Magento extensions a delightful experience for Magento customers.

Extension Quality Program (EQP) Vision

Value Driven Prioritization



E2E Automation

VERACODE

Free Security Scans

Advance Checklist

List w/ Video

Extreme Quality Focus - Coming Soon… To an Extension Near You!

Marketplace Extension Quality Program

Level 1

Business Review

- Business value
- Unique functionality
- Comparing with existing inventory

Technical Review

- Package validation
- Plagiarism
- Coding standards
- Security/malware

Marketing Review

- Marketing description
- Extension guidelines
- Magento brand, logo usage
- Company information

Level 2

Extension Verification Process

- Documentation
- Functional testing
- Coding standards
- Enhanced security services

Magento Investing in Marketplace

Magento Investment

- Marketplace Software Development
- Magento Business and Technical Operations team
- Marketing Spend

Marketplace

- Code and content checks for plagiarism
- Functional, performance, and security checks
- Demand generation and curated inventory

Marketplace Updates

- Inventory up +50% since launch
- Updated coding standards quality check
- Improved search experience
- Launched “Success Stories” and Marketing/Demand Generation
- Solicited feedback from community via Developer Council and surveys
- Developer Notifications

Coming Soon

- Magento 1.x extensions on Marketplace
- Enhanced code security and vulnerability scans
- Top Quality badge/Partner Program updates
- New category structure

Magento Marketplace Extension Submission

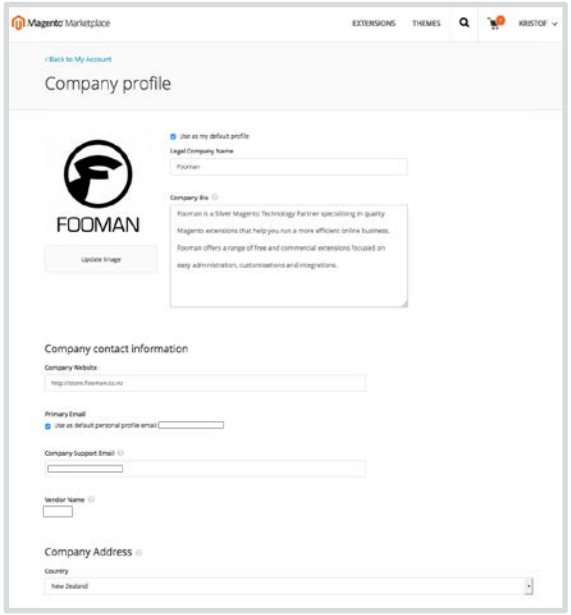
- Review our Submission Guidelines
  - Technical Review Overview
  - Marketing Review Overview

- Extensions for Magento 2.x platform
  - Review the Magento 2.x standards
  - Package Validation Self-Check
  - Verify you extension version with Magento 2.1-RC release

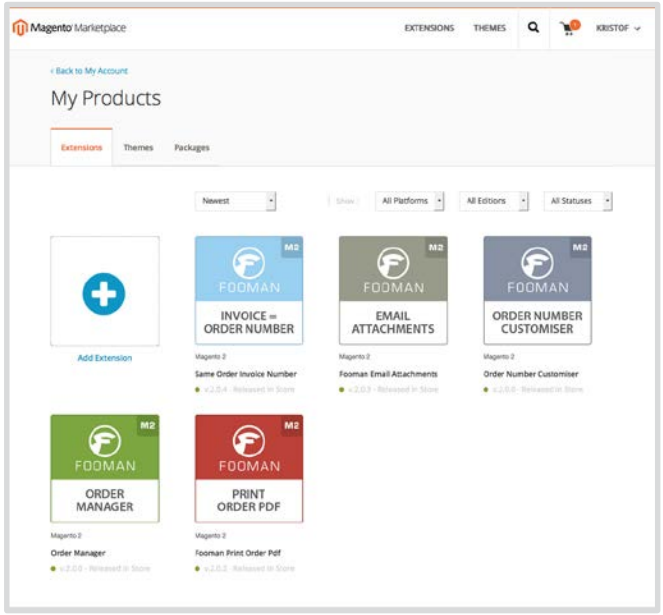
- Extensions for Magento 1.x platform
  - Use System > Magento Connect > Package Extensions
  - See the ECG code sniffs to verify the quality of the extensions

Marketplace Developer Submission Flow

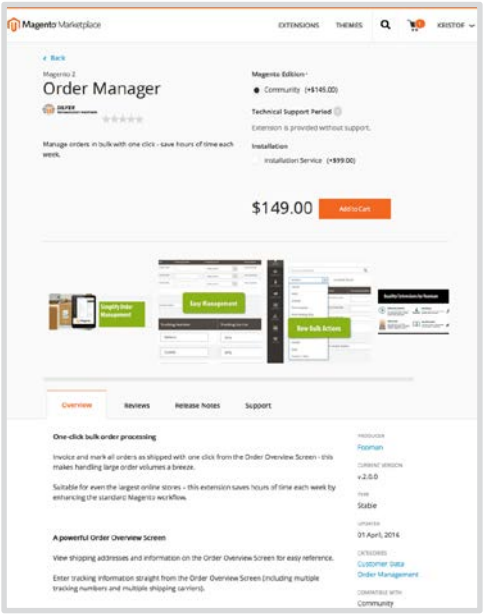
Create Profile



My Products

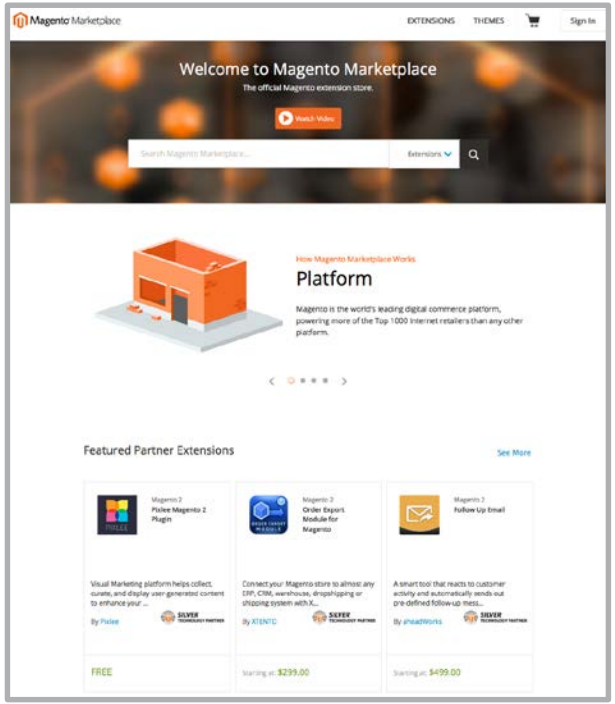


Product Details



Marketplace Merchant Purchase Flow

Search & Browse



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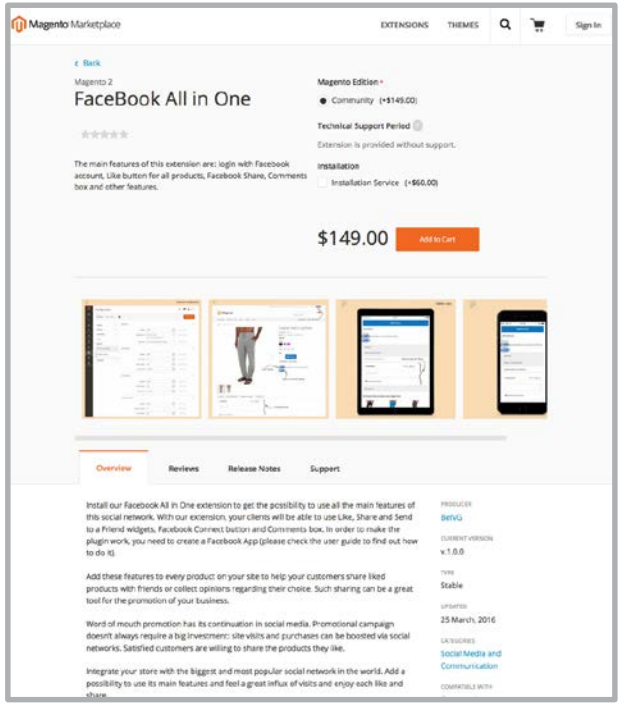
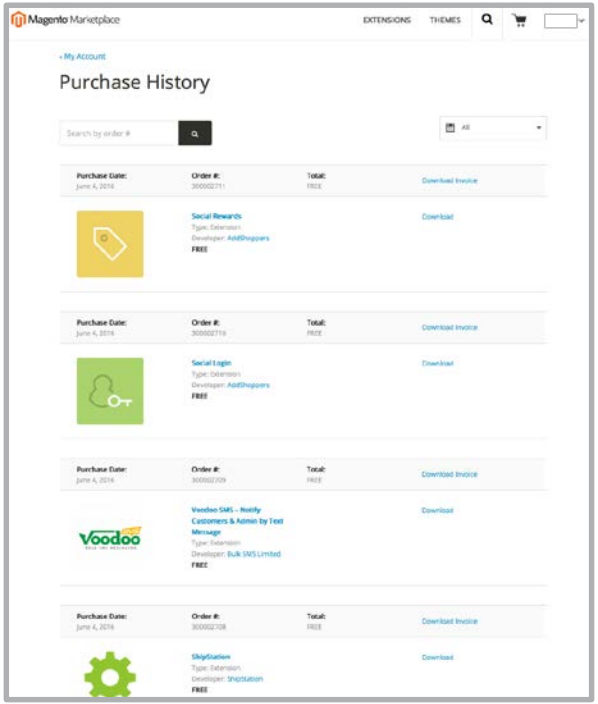
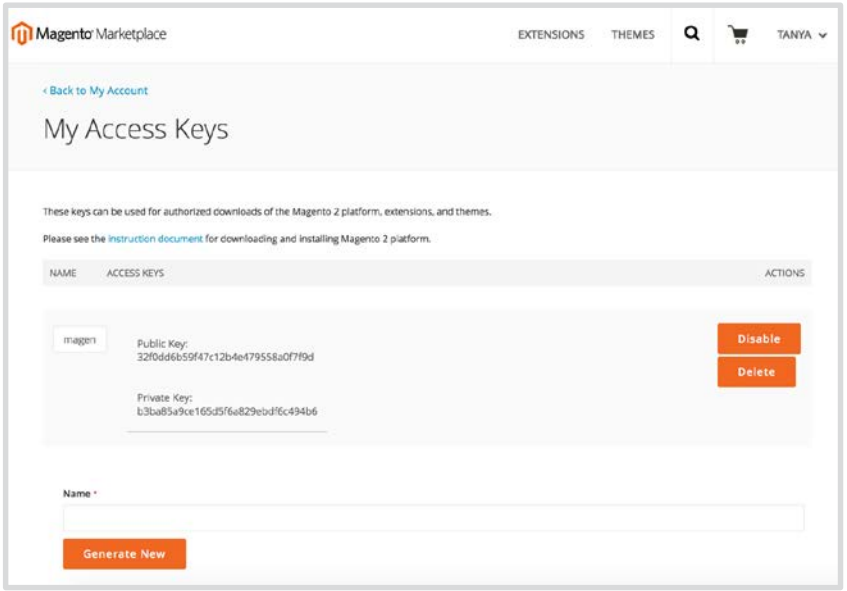


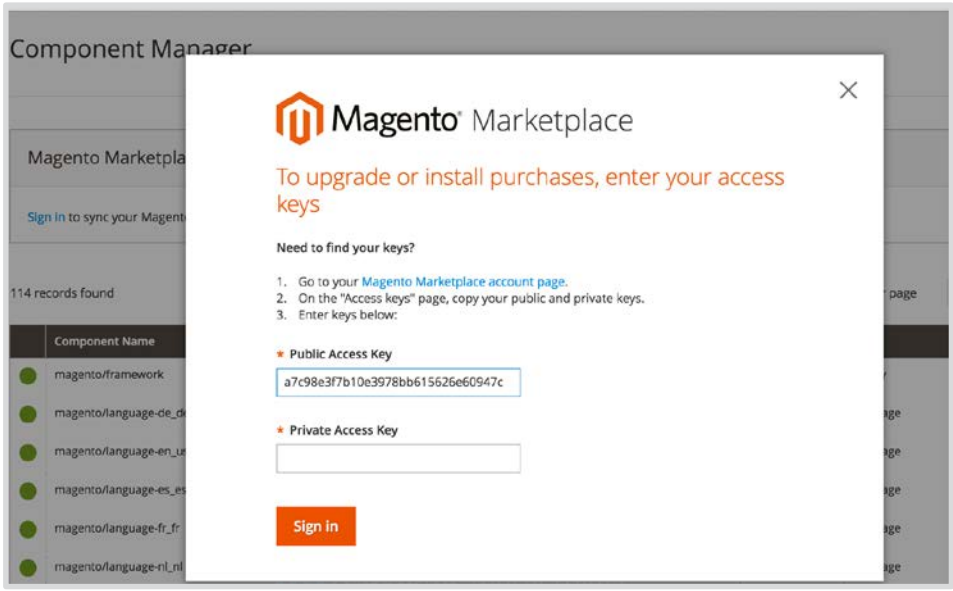
Purchase



Installation Process

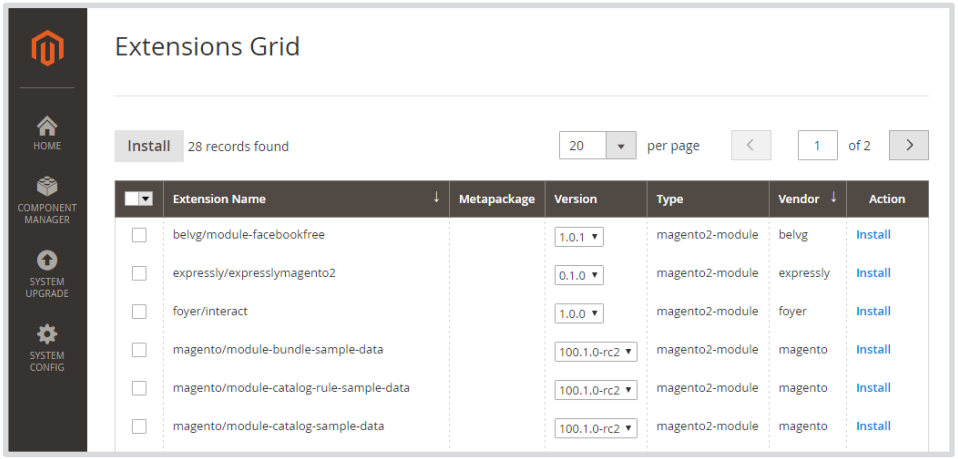
Sync with Marketplace

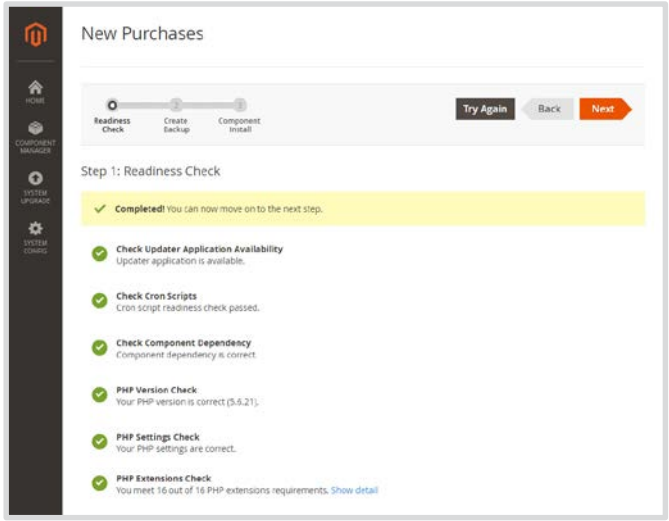


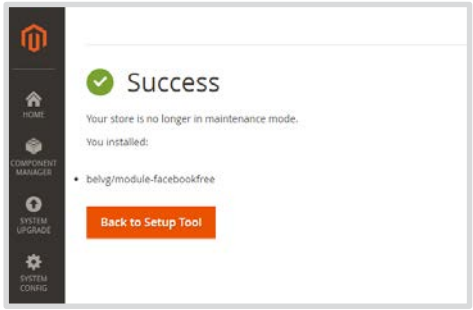


Installation Process

Installation flow







Opportunities for Extension Providers

- Payments & Taxes
- Point of Service (POS)
- Multi Channel/ Feeds & Affiliates
- Customer Service & Live Chat
- Product Information Management (PIM)
- B2B Extensions*
- Themes

*Please be sure to reply to marketplace@magento.com for B2B extension design criteria

Marketplace Roadmap (2H 2016-1H 2017)

Buyer Experience	Builder Experience	Marketplace Platform
Buyer profile of installed extensions	IP & Copy protection	Upgrade policy
Agency accounts	Stand-alone services	Extension Quality Program process improvements
Staging/Sandbox	Hierarchical account management	Bundling extensions
Wishlist	Currency F/X	Promotions/Discounts
		In-app Experience
		Support system
		Pricing model (recurring payment)

How to Be Successful on Marketplace

Survey the Landscape
Be Relevant
Know Your Audience
Think Carefully About Pricing
Promote Your Success
Over-Inform
Foster Open Communication
Validate Your Code

Resources

- Marketplace User Guide
- Submission Guidelines
- Revenue Share Model One Pager
- FAQs
  - Developer
  - Merchant
- Technical Documentation
- Marketplace Overview Webinar
- Marketplace Overview Video

Community is the Shining Star of Magento ecosystem

Serving and promoting the Magento community

Providing business boost for extension providers and purchasers

Creating the definitive, trusted store for Magento extensions

Special Guest: Kristof Ringleff

Founder and Lead Magento Developer, Fooman

Q&A